Shoener

The Inland Tinter



PUBLISHED BY THE INLAND PRINTER COMPANY, 632 SHERMAN ST., CHICAGO

Price Thirty Cents

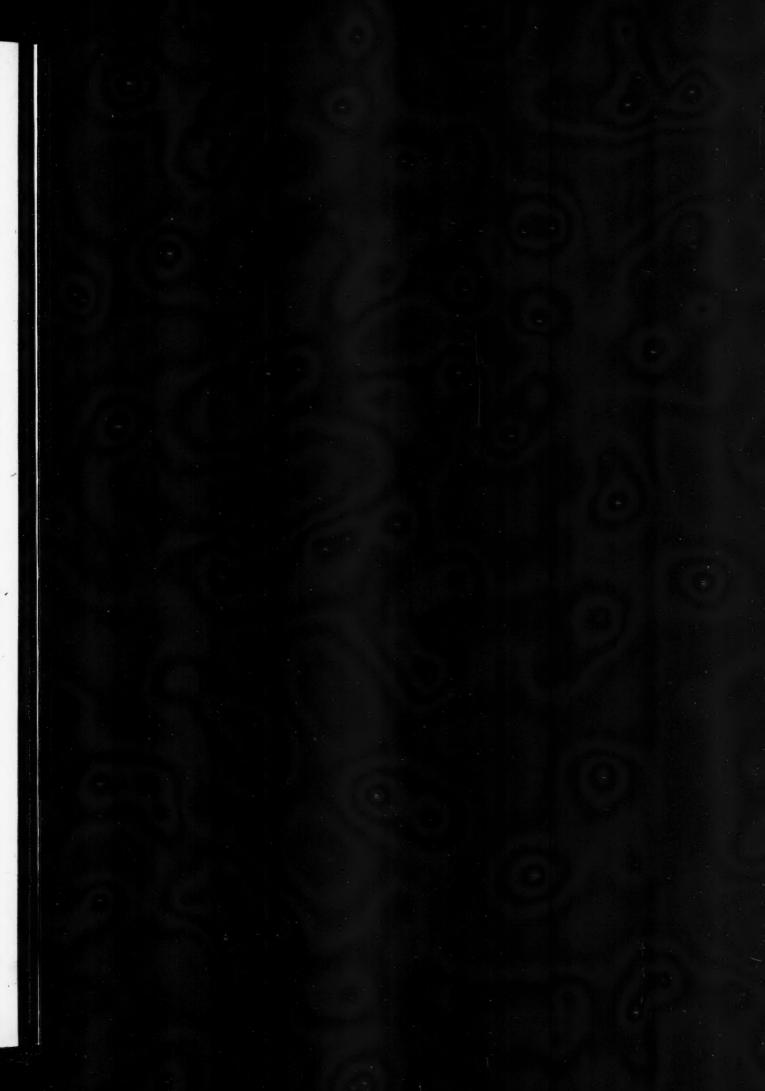
Conservation of Material

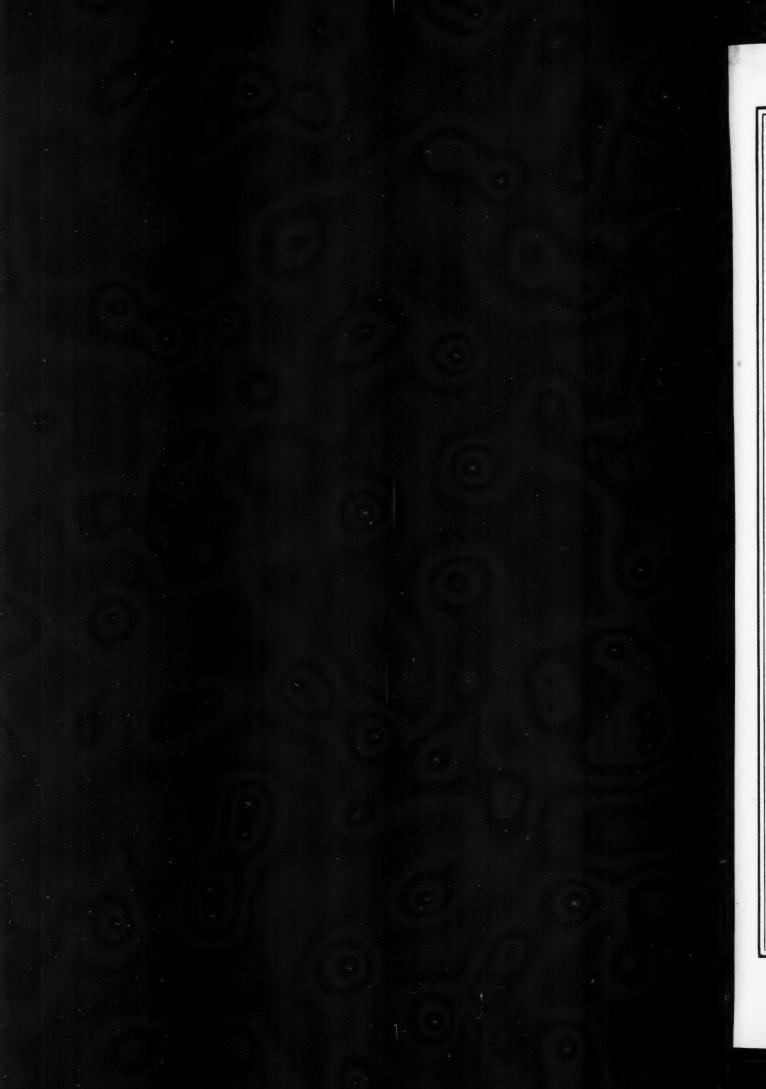
We are under agreement with the Government to conserve Raw Material, and in turn are Requested to ask our customers to do Likewise.

DOUBLETONES and ULLMANINES

One pound does the work of
One pound and one-half to
Two pounds of Colored Ink, and from
One pound and one-quarter to
One pound and one-half of
Colored Blacks, with the
Consequent
Conservation of
Raw Material.

Sigmund Ullman Company





HAVE <u>YOU</u> "CAUGHT" THE TANDARDIZATION IDEA

If there is a word in the vocabulary of American business that has been in supreme favor during the past year, it is Standardization. It is obvious that if standardization did not mean efficiency and economy it would be one of the rarest words in the language. Have you ever seriously considered what standardization could do for you in your own business, or have you thought of it only in a hazy, general way? In our business of merchandising paper we have always practiced and preached the standardization idea and know that it has a much more practical meaning to the printing and paper business than is generally appreciated—we've tested the idea; many others have not.

Standard printing papers for standard printing results



Every run is actually print-tested before it is shipped

May we suggest that you do a little experimenting to determine the value of using standard papers in your plant? Order Warren's Cumberland Coated Book for the next job that calls for a moderately priced enameled paper. You will find Warren's Cumberland Coated runs true to form and true to performance; it has an ideal finish, good binding qualities and the brightness of color that is favored for Catalog and Broadside printing. We won't say any more about it here, except that we are very anxious to have you put this paper to a practical, severe test.

There is another Warren Standard that should interest you for your higher class booklets, pamphlets, etc.; it is Warren's Cameo Plate—a little harder to print than the ordinary coated paper, but the final results obtained when properly handled more than compensate you and your customer for the slight extra expense.

While we are thinking of these papers we cannot help but think of the Buckeye Cover line; we carry it in all its sizes, weights and colors and in the different finishes. The catalog season is now in full swing. Take our suggestion and go into this subject of standardization now. Printed samples or plain sheets of any Butler Brands in which you are interested will be supplied promptly.

Distributors of Butler Brands

Standard Paper Co Milwaukee, Wis.	American Type Founders Co Spokane, Wash.
Missouri-Interstate Paper Co Kansas City, Mo.	National Paper & Type Co. (export only)
Mississippi Valley Paper Co St. Louis, Mo.	New York City
Southwestern Paper Co Dallas, Tex.	National Paper & Type Co Havana, Cuba
Southwestern Paper Co Houston, Tex.	National Paper & Type Co.
Pacific Coast Paper Co San Francisco, Cal.	Buenos Aires, Argentine Republic
Sierra Paper Co Los Angeles, Cal.	National Paper & Type Co Mexico City, Mexico
Printers & Publishers Paper Co. Detroit, Mich.	National Paper & Type Co Monterey, Mexico
Central Michigan Paper Co Grand Rapids, Mich.	National Paper & Type Co Guadalajara, Mexico
Commercial Paper and Card Co. New York City	National Paper & Type Co Guaymas, Mexico
Mutual Paper Co Seattle, Wash.	National Paper & Type Co Lima, Peru



J. W. BUTLER PAPER COMPANY

ESTABLISHED 1844

CHICAGO

TABULAR WORK ON LINOTYPES

All Rule Completed on Machine

For Linotype or Intertype.

Attached or Removed in Two Minutes-

With No Changes Made to Machine.



Manufacturers and Selling Agents

Zent Tabular System for Linotypes

Union National Bank Bldg., Troy, New York

No Intricate Work. Automatic Alignment and No "Casting-up"-

As Simple as "Straight-matter."

The INLAND PRINTER

Vol. 62, No. 4

HARRY HILLMAN, Editor



Published by The Inland Printer Company 632 Sherman Street, Chicago, U.S.A.

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50; Single copies, 30 cents; Foreign, \$3.85 a year.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

"INSTANTO" Paper-Knife Sharpener

Gives knife perfect edge in 30 seconds. No damage to temper or wearing of blade.

Price. postpaid . . . \$2.00 Special Oilstones . . 35 cents



SATISFIED LISERS & Co., Chicago,
rd Co. (printers of Inland Printer),
en of the World, Rock Island, Ill.,
B. F. G

W. JACKSON & COMPANY Dept. A., 39 So. La Salle St., Chicago

The New Wing Aluminum Mailer >

Weighs only 2 lbs.

and, in addition, is so con-structed as to reduce strain of operation to the minimum, insuring increased output.

The frame and all castings for holding bearings and gears are cast in one piece of solid aluminum, insuring maximum strength and service.

Complete particulars, price, etc., on request to

Chauncey Wing's Sons Greenfield, Mass.



PHOTO-CHROMOTYPE ENGRAVING CO.

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HALFTONE, LINE AND **COLOR REPRODUCTIONS** SPECIAL DEPARTMENT FOR BRASS & STEEL DIES

920 RACE ST., PHILADELPHIA

TICONDEROGA PULP & PAPER CO.

Quality

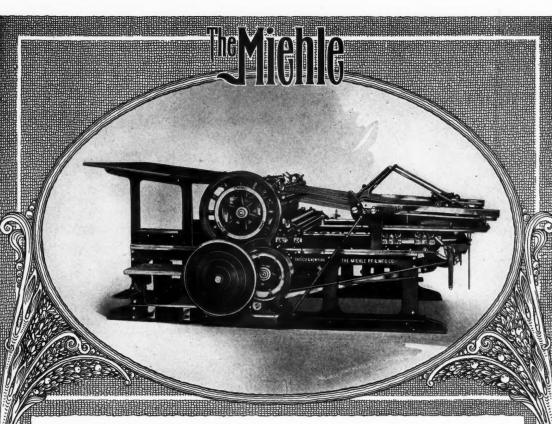
COLONIAL OFFSET SPECIAL MAGAZINE-English MACHINE FINISH



MUSIC **EGGSHELL** SCHOOL TEXT

Uniformity

SALES OFFICE, 200 FIFTH AVENUE, NEW YORK CITY. N. Y.



COSTS AND SELLING PRICES

THE pressroom presents less difficulty in determining accurate cost than any other department.

This is because the actual product in a given time is easily measured.

But finding the cost is not enough. The product must be sold. Your selling prices must be figured on the Miehle basis of out-put if you wish to compete with Miehle users.

And with Miehle quality as well. Miehle presses have a reputation for quality, efficiency and economy which is not confined to the printing fraternity but extends to discriminating buyers.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: FOURTEENTH AND ROBEY STREETS, CHICAGO

Sales Offices in the United States:

CHICAGO, ILL. - 1218 Monadnock Block DALLAS, TEX. - . 411 Juanita Building NEW YORK, N.Y. - 2840 Woolworth Building BOSTON, MASS. - . 176 Federal Street PHILADELPHIA, PA. - Commonwealth Trust Building SAN FRANCISCO, CAL. ATLANTA, GA., Dodson Printers Supply Co.

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPEI



A Paper with a Pedigree

H ONEST quality, maintained year after year, is never an accident. Apply this to the paper industry. Why are some papers always the same, always of unvarying quality, year after year? Because some papers have a firm's reputation to uphold. They must live up to a pedigree.

Such a paper is

SYSTEMS
BOND

— a member of a famous paper family and a product of moderate price but unimpeachable quality. A paper that does credit to printers, lithographers and customers alike. A paper that will lend prestige to the printed matter of any advertiser.

We make Systems Bond in linen finish, too, for note and letterhead paper. Samples will be gladly sent on request.

Send for a sample. Tear a corner and see how it's made. Then let us quote you our price.

Eastern Manufacturing Company

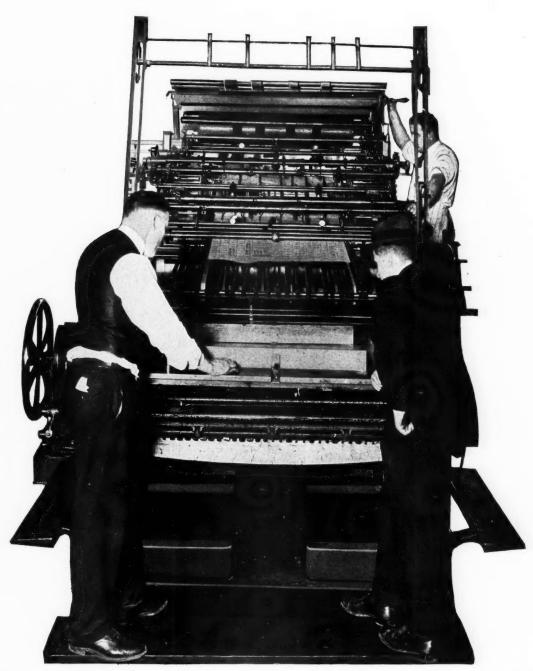
GENERAL SALES OFFICE

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Give Your Superintendent a Day Off

to investigate automatic feeding. Our representative in your locality will be glad to make arrangements for him to see Dexter and Cross Feeders under all sorts of working conditions.

It will be time well spent for you or your superintendent to make this tour of inspection and to know how other printers are using automatic feeders to increase their output and to lower their cost of production.

Write us or 'phone our nearest agent today

DEXTER FOLDER COMPANY

Folding, Feeding, Binding, Cutting Machinery

T. W. & C. B. SHERIDAN CO.

have bought out

MESSRS. GULLBERG & SMITH

The well-known Gullberg & Smith Book Gathering Machine will now be added to the famous Sheridan line. This Gatherer is unquestionably the best on the market. It successfully handles any sheet or signature, being particularly well adapted for single sheets, and produces a larger output than any other gatherer.

Ask the Edition Binders

No run is too small to be handled economically. The adjustments for different size and thickness of sheets are exceptionally simple and accessible. The best proof of its construction is demonstrated by the remarkably few repairs it has been necessary to furnish the hundred or more users throughout the world.

Let us give you a few facts, showing why the Gullberg & Smith Gatherer has so many points of superiority.

T. W. & C. B. SHERIDAN CO.

Established 1835

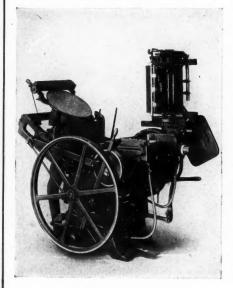
OFFICES AND SALESROOMS

434 Broadway, NEW YORK 609 S. Clark Street, CHICAGO 63 Mount Pleasant, LONDON, W. C., ENGLAND

FOUNDRY AND WORKS, CHAMPLAIN, N.Y.

Miller Saw-Trimmer Co.

Manufacturers of Miller Feeders

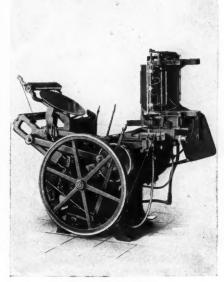


Feeds any weight of stock from onion skin to 3ply cardboard.

The 10x15 feeder takes any size from $3\frac{1}{4}x5\frac{1}{2}$ to 10x15.

The 12x18 feeder takes any size from 5½x8½ to 12x18.

Perfect register guaranteed on all colorwork.



12x18 MILLER FEEDER Similar to the Successful 10x15 Size

10×15 MILLER FEEDER Feeder Raised to Facilitate Make-Ready

We are furnishing the platen-press feeders with which printers throughout the country are successfully solving the labor shortage problem.

The production of two Miller Feeders with one operator is in excess of production obtained from four hand-fed presses.

Increased production and profits always result from the addition of Miller Feeders. The printer user delivers better and cleaner printing in less time than when fed by the slow, expensive and unreliable hand method.

Our Years of Experience Are At Your Service.

MILLER SAW-TRIMMER CO.

PITTSBURGH, U. S. A.

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

DALLAS

PHILADELPHIA

ATLANTA



A Prosperous New Year

Nineteen-Nineteen

THE NEW YEAR brings to the printer promise of peace and abundant business, which means prosperity if his plant is efficiently equipped to handle the work, especially if his composing room is on a Non-Distribution basis.

There is still a shortage of skilled labor, which will continue for some months to come, and the wise printer will provide against loss by equipping his composing room with Monotypes and Non-Distribution and thus eliminate all waste time.

The Monotype printer will find the Non-Distribution System his best helper this year in taking care of unusual conditions and keeping down high costs by making all the time of all the compositors productive time.

Business is even now starting to move more rapidly, and the amount of printing that will be needed when it catches its gait will eclipse any former demand that you have ever known. This will be a printers' known. This will be year. Are you ready?

THE BEGINNING OF THE YEAR 1919 IS THE TIME TO IMPROVE YOUR COMPOSING-ROOM EQUIPMENT BY THE INSTALLATION OF THE MONOTYPE AND

The Non-Distribution System

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO

**





Puts more Hours in a Day

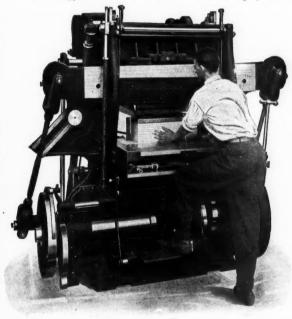


NOW that the war is over it is clear what is going to happen. Business men are planning for the reconstruction period and advertising will be an essential factor in their plans. Advertising campaigns of great magnitude will be launched in all lines of business, and Booklets and Catalogs will form the principal part of the advertising matter used.

Any Printer or Binder who doesn't give studious thought to the immediate future is likely to be caught totally unprepared for eventualities. "Is my house in order?" should be the question of the hour. Have you the latest improved machinery in your plant? The use of old-fashioned, inefficient machinery is extravagant.

THE DAYTON THREE-KNIFE TRIMMER is the most practical labor-saving, highly productive piece of Cutting Machinery ever placed on the market for both long and short runs of large or small books. In several instances we have replaced three standard Cutting Machines and six men with one DAYTON THREE-KNIFE TRIMMER and two men, and have been able to increase the output with the new equipment over that secured with the old.

If you do any Catalog or Booklet work, you can not afford to overlook the *money-making features* of this machine. It will pay for itself and then give you a daily income.



THE DAYTON THREE-KNIFE TRIMMER expands valuable time and reduces costly labor, which is highly essential with the coming of shorter working days.

INVESTIGATE!

The Seybold Machine Company

Main Office and Factory DAYTON, OHIO

Branches and Agencies in

New York, Chicago, Atlanta, Dallas,
San Francisco, Toronto, Winnipeg,
and London, England

Reliable nters

Sam'l Bingham's Son Mfg. Co.

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> KANSAS CITY 706 Baltimore Avenue

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DES MOINES

CLEVELAND, OHIO

SPRINGFIELD, OHIO Shuey Factories Building

BURNERS For All Sizes of Presses

From the Little Kelly up to the Giant Rotary



Kelly No. 1 Burner



Three Types of Burners for Flat-Bed Presses

They Eliminate Offset, Slip-Sheeting and Static Electricity

The Rotary Special makes successful Process colorwork possible on a Rotary Press.

They have increased production 25% to 150%, as They have been passed by the underwriters. well as caused great saving in spoilage and labor.

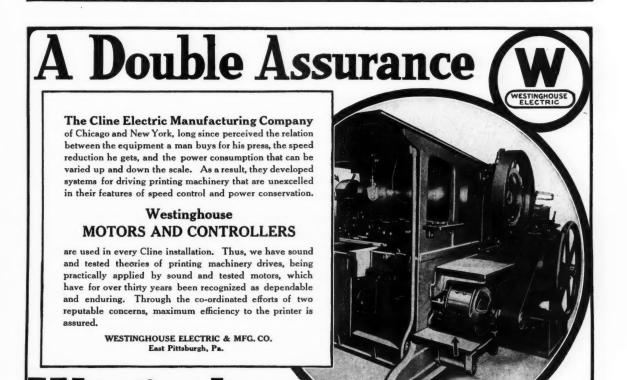
They are the only sanitary Burner made.

They enable the pressman to "back up" his run as soon as he can "make ready."

INQUIRIES INVITED

THE JOHNSON PERFECTION BURNER CO.

2187 East Second Street, Cleveland, Ohio



Our Entire Plant

with new additions added has been engaged since the beginning of the War on 100% United States Government War Work, and we are proud of the fact that we are of some service to our Government and to our Country.

Now We Are Ready

to enter your orders for printing machinery for Lithographing, Printing, Folding Paper Box Making, Magazine and Newspaper Printing, and Stereotyping Machinery of every description.

Orders Will Be Filled

in the order in which they are received, so we would advise our customers and friends to enter their orders immediately to secure the benefit of early delivery and prevailing prices.

Tell us your requirements; we have the press.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manage

Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42d Street

CHICAGO OFFICE: Monadnock Block

CABLE ADDRESS: Waltscott, New York

CODES USED: ABC (5th Edition) and our own

OSWEGO



Oswego Machine Works rounds out its first quarter century this year; a long and honorable record of a highly efficient service developed from concentrating its entire efforts on the production of a single machine, the Oswego Rapid-Production Cutting Machine, whose sales continue to double every five years. With new modern buildings, many new, fast and accurate machine tools, and a constantly growing organization, the second quarter century just beginning is looked forward to with confidence in the still greater ability to serve.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

Main Office and Works

OSWEGO, NEW YORK, U.S.A.

New York: 2720 Grand Central Terminal; Chicago: 436 First Nat'l Bank Bldg.; St. Louis: 1500 Central Nat'l Bank Bldg.

Cutting Machines Exclusively

Ninety Sizes and Styles. All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch, For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, etc.

Sent on request: The remarkable list of SOME USERS, embracing the entire globe.

America—My Country

Here's a hearty Welcome Home to our Soldiers and Sailors, who by their Strength and Courage have made bright the future of the U. S. A.

SINCLAIR & VALENTINE COMPANY

PRINTING AND LITHOGRAPHIC INKS

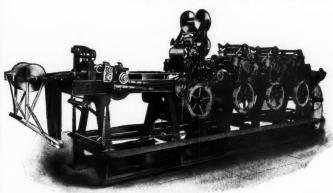
New York Boston Philadelphia Baltimore St. Louis Chicago New Orleans
Cleveland Toronto Montreal Winnipeg



This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show appreciable deterioration.

New Era Multi-Process Press

This is the Era of Specialists This is the Press for Specialties



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000-8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready Splendid Distribution

Attachments to Punch, Perforate, Cut to Size and a Great Variety of

Other Operations ONCE THROUGH THE PRESS **COMPLETES JOB**

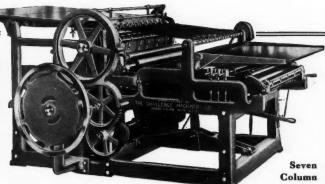
Prompt Deliveries of Work Mean Pleased Customers

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by The Regina (Lompany High-Grade Specialties 217 Marbridge Building, 47 West Thirty-Fourth Street,

New York City

A REALLY SIMPLIFIED HIGH-CLASS, MODERATE PRICED MONEY-MAKER



The Economical, All-Around, Two-Roller Two-Revolution, Fly Delivery Cylinder

Bed26 x 38	Speed 1800; perfect register at all speeds;
Form	fine distribution; rigid impression; easily
Sheet24 x 36	handled; low up-keep; superior product

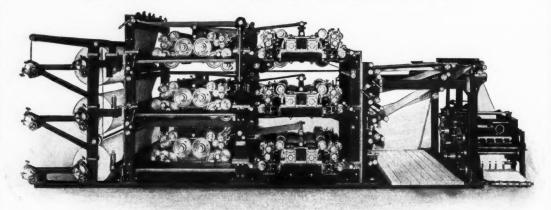
SEND FOR COMPLETE INFORMATION AND PRICE. SOLD BY DEALERS IN PRINTERS' SUPPLIES.

The Challenge Machinery Co., Grand Haven, Michigan

CHICAGO-124 So. Wells St.

NEW YORK-71 W. 23d St.

FOR METROPOLITAN NEWSPAPERS THE "TUBULAR"



FOUR PLATES WIDE

24-Page Duplex Tubular Plate Press

The Equivalent in Service of an Ordinary Sextuple At Far Less Initial Cost and Less Upkeep Expense

Also built in any other size as required.

OUR CUSTOMERS WRITE OUR ADS

RICHMOND, VA., "NEWS-LEADER"

Two Four-Page Wide, 24-Page Presses

AT THE START:

Western Union Telegram

"Your 'Tubular' made its first run yesterday. We put on full edition of twenty pages, and ran forty-two thousand without slightest hitch. Upon this remarkable record and upon diligence of your men in erecting machine in two weeks and five days, we congratulate you most heartily.

THE NEWS-LEADER

D. S. FREEMAN, Bus. Mgr."

SIX MONTHS LATER:

Letter to Mr. I. L. Stone

"The mere fact that you have not heard from us regarding the presses ought to in itself be reassurance. You will be interested to know that during the World's Series I timed every lock-up. The longest was 33 seconds, the shortest 25, covering entire time from the moment the plate hit the floor of the pressroom until running. We took the first batch of papers with one "dog" locked at high speed.

"As our men have become more familiar with the equipment they operate with greater facility and make better time. As you know, our press time is two twenty and we have two runs that usually exceed 43,000. I told Mr. Cooke to clear the entire run in ample time to give us an idle press for the baseball. He started at two eighteen. At three twenty-five I heard the presses stop. I went downstairs to ascertain what was the matter; you may imagine my surprise when Mr. Cooke said he had completed the run. He had given us 42,000 papers in one hour and seven minutes. If there is anything that can beat this I would like to know what it is.

"It gives me the most genuine satisfaction to say that these presses represent the very last word in press construction. If we had it to do over again I would recommend Duplex Tubular Plate presses for this plant or for any other that I managed. This is in fact the highest praise and it is very gladly given by

Yours with best wishes, D. S. FREEMAN, Business Manager."

DUPLEX PRINTING PRESS CO.

Eastern Office World Building, NEW YORK CITY Main Office and Works
BATTLE CREEK, MICHIGAN

Answer the Man Problem with *Machines*—

The problem of reconstruction is, in the final analysis, a problem of workmen.

The wreckage of material things can, must and will be replaced.

In the process of reconstruction, business in all production lines will reach the peak and stay there long, and activity of business in general lines has ever been reflected in big business for

The business will await your pleasure, printers.

Not so the men. The millions of dead as a result of the slaughter in war can not be replaced by manufacture.

Your problem, then, is more business with fewer men.

The solution of that problem, insofar as presswork is concerned, lies with the installation of

MEISEL PRESSES

all of which - and there are several - increase the output while reducing man-power costs and requirements to the minimum.

It is probable that one of our standard machines will meet your peculiar requirements, but if not, we can make adjustments on one of them to fit it for maximum production of your particular lines of work.

In any event, it will pay to "talk shop" with us for a while. A letter outlining your desires in the way of more efficient pressroom operation will start the ball rolling.

Meisel Press Mfg. Co., 946 Dorchester Ave., Boston

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES Chandler & Price Presses

Carried in Stock for Immediate Shipment by all Selling Houses of the American Type Founders Company

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

American Type Founders Co.

NEW YORK PHILADELPHIA BALTIMORE

RICHMOND ATLANTA BUFFALO PITTSBURGH

CLEVELAND DETROIT CHICAGO CINCINNATI MILWAUKEE

MINNEAPOLIS KANSAS CITY DENVER WINNIPEG

Paper Cutters Hartford & National Presses Boston Wire Stitchers Boston Staple Binders Portland Multiple Punches **Golding Machinery** Hamilton Wood Goods Type, Borders & Ornaments Metal Leads & Slugs Metal Furniture Brass Rule Challenge Mach'y Co. Products Numbering Machines Angle Ink Knives

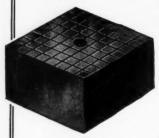
American Plate Brushes Stapleset Benzine & Lye Brushes Galleys, Brass and Steel Run-Easy Tape Couplers

SAN FRANCISCO

PORTLAND SPOKANE

Challenge Plate-Mounting Equipment

The equipment you will eventually adopt, whether you do book and magazine work, catalogs, booklets, fine color and register work or post-cards. Send for our illustrated booklet, "Challenge Plate-Mounting Equipment," explaining in detail:



Expansion Plate-Mounting System
For Register and Book Work

The Simplex Block System For Book and Magazine Work

Wilson Adjustable Iron Blocks
For Catalog and One-Color Work

Challenge Post-Card Blocks
Designed Especially for this Work

Challenge Electro and Stereo Bases in The Popular and Best One-Piece Block

Challenge Four-Section Register Blocks

With Built-in Art Register Hooks

FOR SALE BY ALL SUPPLY DEALERS



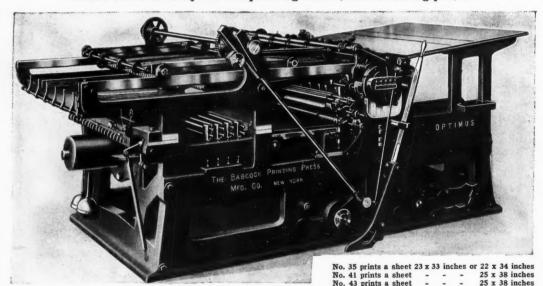
Chicago: 124 S. Wells St. New York: 71 W. 23d St.



OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

BABCOCK PONY "OPTIMUS" PRESSES

Have never been equaled in printing small forms with big profits



The Babcock Printing Press Manufacturing Company 38 Park Row, New York City

Barnhart Bros, & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle,
John Haddon & Company, Agents, London, E. C.
Miller & Richard, General Agents for Canada — Toronto, Ontario, and Winnipeg, Manitoba.



By Government Request

THROUGH stress of war conditions we gladly acceded to the varied requests of our government. We turned clocks ahead—and profited physically, financially, mentally. And the hands of our national and commercial timepiece will stay that extra hour ahead.

One thing we have learned anewstan dardization. The same element that won success for our troops against years of preparation will save the time element that means success for you and your clients in their printing problems.

Considine's Savings Bond, the Economy Special Purpose Paper, enables you to have ready at hand for that rush job exactly the most suitable and economical paper to use for the average commercial need. Considine offers a new and real service to paper buyers. It is to your interest to learn its details at once. When you write today for them, also order a trial case of Savings Bond.

NORBERT A.CONSIDINE PHILADELPHIA

National Distributor of Special Purpose Papers





THE HIGH-SPEED JOB-PRESS THAT **BOOSTS PROFITS**

For the general run of commercial printing, such as letter-heads, office forms, bills, folders, labels, cards, wrappers, etc., from 3" x 6" up to 14½" x 17½", install a

STOKES & SMITH **ROTARY PRESS**

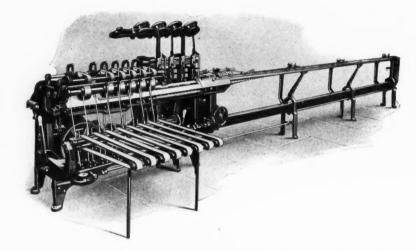
This press will deliver from 7000 to 8000 impressions per hour; work is delivered printed side up and always in sight of the operator. All parts are readily accessible; all operating parts and handles within arm's reach. The machine is extremely simple throughout, sturdily constructed, and meets hard, continuous service with lasting satisfaction. Write for catalogue and particulars of our trial offer.

STOKES & SMITH COMPANY

Summerdale Avenue London Office Philadelphia, Pa.

23 Goswell Road

Christensen's Latest Type Stitcher-Feeding Machine



A commercially perfected machine, backed by fifteen years' stitcher-feeding experience. A descendant from the pioneer stitcher-feeding machine.

Any number of stitchers used. High speed—perfect work. Handles short runs at a profit. Very simple adjustments. Runs like a watch.

Write today

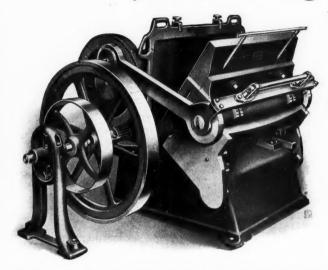
CHRISTENSEN MACHINE CO.

RACINE, WISCONSIN

MAXIMUM WEIGHT, STRENGTH, SPEED AND DURABILITY

"A machine that has proven its worth in a thousand shops"—more used in this country than all other makes combined.

The Hartford Cutting & Creasing Press



Has no equal for cutting and creasing folding boxes and other paper containers; cutting out photo mounts, calendars, advertising novelties, sample cards, tags, labels and egg cartons; also gaskets and other shapes of cork, leather, cloth, etc.

Equipped to order with HARTFORD Electric Embossing Plate Heater for hot and cold embossing; hot stamping, book-cover inlaying and all such work.

Made in four Standard sizes: No. $1\frac{1}{2}$, $22\frac{1}{2}$ x 30 $\frac{1}{4}$ in. No. 3, 27 x 40 in. No. 2, $23\frac{1}{2}$ x 31 $\frac{1}{4}$ in. No. 4, 30 x 44 in. Inside chase.

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221 Atlas Block

R. T. PORTE, Secretary.

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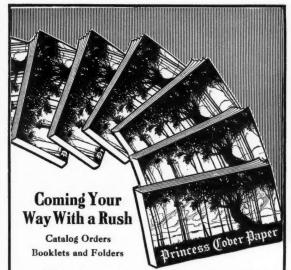
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First—Because of the rapidity with which the machine is set for different forms

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Third—Because any boy or girl of average intelligence can feed the machine rapidly—the machine itself insures accurate register

— and by saving labor and diverting it for other work you help yourself to bigger profits, and help your Government to conserve man power.

The Cleveland has proven most efficient in hundreds of binderies. It will pay you to investigate now.

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GENERAL OFFICES AND FACTORY: CLEVELAND

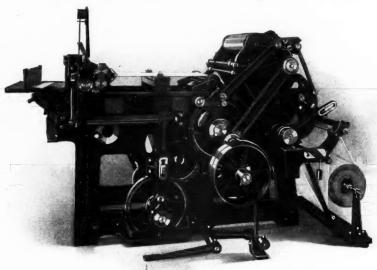
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has been carefully considered and space-saving, time-saving equipments provided for it in the Hamilton line of Wood and Steel Printers' Equipment.

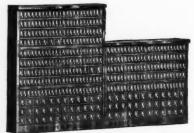


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Cabinets and galleys of many sizes to fit all needs are included in the line of Hamilton products designed to reduce waste in composing-rooms.



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From the old-time cigar box to a modern unit system of sort storage is a natural evolution. But—what a saving in time! Who'd want to use the cigar boxes now that this system has been devised?



No. 723 Steel Imposing-Table. In wood No. 4020.

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These are made now to fit the needs of each office instead of making the office fit the table. All of this has been made possible by the Unit System of construction.

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Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

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CARMICHAEL RELIEF BLANKETS

FOR CYLINDER AND PLATEN PRESSES

THESE BLANKETS

- -Greatly relieve strain on press.
- -Reduce make-ready from one-third to one-half.
- -Eliminate necessity of patented or heavy handcut overlays.
- -Enable exceedingly long runs to be made without wear on forms
- -Reduce work-ups by ninety per cent (90%).
- -Will not form a matrix or permit a matrix to form in the tympan.
- Enable make-ready to stay "put" and impression will not increase regardless of length of run.
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Norman T. A. Munder & Co. are considered by many authorities to be "America's Criterion Printers." Read Mr. Munder's recommendation reproduced here.

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We have an attractive side-line proposition to offer capable, reliable salesmen calling on the printing trade, who have established territories.

Write today for prices and complete information

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Printers

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Остовея 29, 1918.

GARMIONAEL BLANKET CO., ATLANTA, GA.

We have seen using your Relief Blankers for about 6 months with most satisfactory results.

TOU ARE TO BE HIGHLY COMPLIMENTED AND WE BELIEVE YOU WILL RECEIVE WELL EARNED AND DESERVED REWARD.

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The Road to Money-Making Lies Through This System

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Toursine Building, Fort Worth, Texas

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Matrix	Ruled	Form	and	Tabu	ılar	System
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Please send me evidence and descriptive matter that tells all about your modern system of printing blank and tabular work at a big profit.

Waiting for Lower Prices?

ARE you putting off the purchase of needed equipment because of a feeling that prices are apt to be lower soon?

So far as Chandler & Price Presses and Cutters are concerned we believe it is only fair to state that you will be losing money by so doing.

Material is not going to be much lower soon. Labor is certain to remain high.

You will wait in vain for an early drop in prices, and you will lose the money that the Chandler & Price Gordon Press would earn for you.

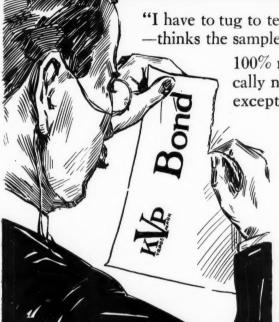
Most firms are driving strong for new business to replace war work—printing will be in demand as never before. If you get your share you must prepare now to take care of it.

Our advice is "Buy" and we are taking our own advice.

Chandler: & Price

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

Tears with a TUG!



"I have to tug to tear this—it pulls back like a stone-boat!"—thinks the sampler of KVP general purpose bond.

100% new stock (no "broke" in it) with practically no variation in texture, strength or color except as we may deliberately improve the

sheet, and there you have a white Bond that is growing in popularity among printers by leaps and bounds!

"Executive Office Appearance at Office Boy Price!"

Drop us a line for specimen sheets.

The great flood of business letters coincident with peace conditions, and the thousands of new forms needed, create a mighty market for this general purpose bond.

Kalamazoo Vegetable Parchment Co.

You Get Dependable Machinery When You Buy Monitors

MONITOR MACHINERY

Wire Stitchers

Perforators Various Sizes and Styles

Punching Machines
Multiplex and Duplex

Numbering and Paging Creasing and Scoring

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MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.

Changing design shows uncertain standards—the change is usually made to bring about a quick, productive selling campaign or to produce something at low manufacturing cost without any regard to durability. When quality is secondary, up-keep is high, efficiency low and resale almost impossible.

MONITOR MACHINERY

Delivers more work; loses less time through breakdowns: costs less to operate and maintain; lasts longer, depreciates less and commands a higher trade and resale value.

LATHAM MACHINERY COMPANY

NEW YORK

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TOOL MAKERS

DIES, JIGS, AND FIXTURES

It is SOMETIMES necessary to Slip-Sheet a piece of Printing in order to produce an acceptable job.

The best results are ALWAYS obtained by Slip-Sheeting.

The reason is that the amount of color and impression is regulated to give the BEST appearance, not "so the job CAN be run without offset."

There are machines in operation that perform this cumbersome function automatically without labor cost and deliver the work neatly piled on trucks, out of Slip-Sheets and ready for the next operation.

Size 42 x 64 now ready.

GILBERT SLIP-SHEETING MACHINE CO.
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EXPERIENCED IN THE BUILDING OF SPECIAL MACHINES FOR THE PRINTING INDUSTRY

\$3.75 ONLY for a 6-Wheel Three-Action Automatic Hand Numbering Machine, called "Lightning."

Fully Guaranteed. Wanted in Every Printing-Office.

Remit or C. O. D.

OSBORN MFG. CO., 105 Chambers St., New York



ROUSE TIME-SAVERS

ROUSE Paper Lifts. ROUSE Bases. ROUSE Register Hooks. ROUSE Job Sticks. "Each the Best of Its Kind."

ROUSE Rule Cutters, ROUSE Slug Cutters. ROUSE Mitering Machines. ROUSE Roller Fans. ROUSE Motor Brackets. ROUSE Form Trucks. ROUSE Press Seats.

Every item listed above represents a short-cut to greater efficiency in operation, and increased profits.

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JAENECKE-AULT COMPANY CHAS.H. AULT, PRESIDENT & TREASURER

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THE HIGH QUALITY OF
OUR PRODUCTS
OUR PRICES
ARE THE LOWEST
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FINE PRINTING & LITHOGRAPHIC INKS



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BRANCHES: NEW YORK-CHICAGO-CLEVELAND
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printers: suppliers everywhere

This is an American corporation owned and operated by Americans

Everywhere in America!

In the biggest newspaper and magazine pressrooms and in the smallest job printeries, wherever economy and efficiency are appreciated

The Monitor System

is paying its way. A move of the finger starts and stops, retards and accelerates. So simple the novice can't cause an accident; so efficient the master pressman finds his every requirement satisfied.

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Your plant can be easily and economically equipped. Let us tell you about the particular Monitor Controller for you, whether you use alternating or direct current. We'll gladly do it—without obligation.

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For the Small Work Economically and Quickly Done— THE PEARL PRESS



Six Strong Points of the Pearl Press

- 1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
- **2. Easy Operation.**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.
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- **6. Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally



The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

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In those days Rollers were cast of a glue and molasses combination, and when new produced excellent presswork, but these Rollers were short lived as they dried and shrunk rapidly. The price was low but the frequency of recasting made the Rollers very expensive.

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All of the raw materials used in "Fibrous" composition are carefully tested, the most modern methods and machinery are used in manufacture, and only skilled workmen are employed.

The durability of "Fibrous" composition makes "Fibrous" Rollers the most economical, as they will give continuous service on long runs.

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Order from the five addresses below.

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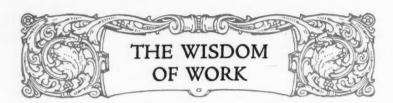
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Change your job often enough and you build a wall against success.

You can't provide a family with loaves and fishes if you do nothing but loaf and fish.

Failure usually finds a victim with the excuse in his mouth of "I-never-had-a-fair-chance."

When you trust to "Pluck" you're more than just a letter better off than the fellow who counts on "Luck."

The grandfather of today's laborer knew poverty. His father knew its cause. He himself knows its remedy.

Oftentimes opportunities are merely the results of hard preparation; not infrequently they are misconceived obstacles.

There are two men who never get anywhere—one's on the pole of self-satisfaction, the other's in the hole of self-depreciation.

WARWICK JAMES PRICE



The INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries



JANUARY, 1919

THE AMERICAN DECIMAL SYSTEM OF WEIGHTS FOR PAPER

From the Pulp and Paper Division of the War Industries Board



OR the first time in its history. during the summer and fall of 1918, all our paper-making was centralized in the Pulp and Paper Division of the War Industries Board at the nation's capital. The outstanding facts that have impressed themselves upon the heads of this division are, first,

the great number of different classes of paper made and the magnitude of their tonnage; and, second, that these many classes of paper have no common standard of weights and that none of the many separate standards now in use have ever been reduced to the decimal basis for the sake of speed and convenience in figuring.

We Americans are accustomed to laugh at our English cousins for stubbornly clinging to their cumbersome system of pence, shillings and pounds, and yet one can imagine the utter astonishment of one of our French allies, should he attempt to unravel the much greater complications of our system of paper weights and measurements.

The paper manufacturers and merchants have, during the past two years, established what is known as a system of "substance numbers," or weights; that is, they have established the weight of a particular stock size as the standard for weight for that particular class of paper. For example, in book-papers, 25 by 38 has been adopted as the standard or basic size, and the weights in this size are known as the substance weights for book-paper. Other stock sizes are made in weights equivalent to the weight of the standard or basic size. For instance, basis 25 by 38 - 50 pounds, in size 28 by 42 weighs 62 pounds; it was formerly ordered 28 by 42 - 60, without regard to any standard.

This standardization of weights is undoubtedly a distinct saving in paper manufacturing, and this saving is indirectly passed on to the printer and the public, for under this system, if an order does not "fill" the paper-machine, the side roll can be cut into a stock size, as the thickness is standard.

But a particular substance number or weight is applied to one class of paper only. Book-papers, writing-papers, cover-papers, etc., all have their special substance numbers, or weights, and today there are the following twelve different classes of paper, more or less commonly used by the printer, each with its own standard of sizes and substance numbers. This list does not include the many classes of pulp, binder and other coarse boards, or many paper specialties.

- 17 by 22 writing-papers.
- 17 by 28 still used by many for ledgers.
- 19 by 24 blotting. 20 by 30 (480 sheets to ream) tissue.
- $20\frac{1}{2}$ by $24\frac{3}{4}$ index bristol.
- 22 by 28 blanks, railroad blanks and tough checks.
- 22½ by 28½ cardboards, bristols (some lines figured by weights and some lines by ply. Ply does not mean same in different classes of bristols and cardboard); also some cover-papers.
- 221/2 by 30 envelopes. (Although this is the standard for weight, sheets of this size are never made nor used.)
- 21 by 31 fine stationery paper. 24 by 36 (480 sheets to ream), wrapping and tissue.
- 24 by 36 (500 sheets to ream), manila, news-print.
- 25 by 38 book-paper.

The "substance" used for one class of paper has no relation to a similar "substance" in another, and a weight that is substance in book-paper does not apply as a substance in other grades, such as manila, cover or writing, etc.

The present system is complicated enough to the printer, but to the lay buyer it is a Chinese puzzle and often leads to serious misunderstanding. The basic sizes do not readily fix themselves in a layman's mind. He can not understand why a 50-pound, or No. 50, cover and a 50-pound, or No. 50, book should mean

and checking, and greatly increases the chances of error. To find the weight of a sheet 31 by 41 on the basis of 25 by 38—60, four distinct operations are necessary—31 by 41 must be multiplied; 25 by 38 must be multiplied; the product of 31 by 41 must be multiplied by 60; and the result divided by the product of 25 by 38.

Under the present system, a purchaser buys his paper by the five hundred count, and, in converting

Sub- stance Number	Writing Papers 17 x 22 374 Sq. In.		Ledgers 17 x 28 476 Sq. In.		Blotting 19 x 24 456 Sq. In.		Covers 20 x 25 500 Sq. In.		Index Bristol 20½ x 24½ 507 Sq. In.		Blanks 22 x 28 616 Sq. In.		Bristols 22½ x 28½ 641 Sq. In.		Envelope 22½ x 30 675 Sq. In.		Fine Station- ery 21 x 33 693 Sq. In.		Wrapping Tissue 24 x 36 480 Count 864 Sq. In.		Manila Print 24 x 35 500 Count 864 Sq. In.		Book 25 x 38 950 8q. In.	
	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R	*M	†R
20																			17	81				
25																			22	11				
30																			26	13				
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50	19	91																	42	20	42	21		
60	22	11																	52	25	52	26	57	294
70	26	13													47	24			60	29	60	30	67	34
80	30	15													54	27			69	33	69	35	76	38
90	34	17		-											60	30	62	31	78	37	78	39	86	43
100	38	19	48	24			50	25							68	34	69	36	87	42	87	44	95	48
120	45	23	57	29			60	30							81	41	83	41	104	50	104	52	114	57
140	52	26	67	33			70	35							94	47	97	49	121	58	121	61	133	67
160	60	30	76	38			80	40							108	54	110	55	138	67	138	69	152	76
180	67	34	86	43		_	90	45							122	61	125	62	156	75	156	78		-
200	75	38	95	48			100	50							136	68	139	70	173	83	173	87	190	95
250							125	63											216	104	216	104	238	119
300							150	75	150	75	185	93	192	96					259	124	259	130		
350					158	79	175	88			216	118	224	112				-						
100							200	100	203	101	246	123	256	128				_					7	
150	-				205	103					277	139	288	144										
500				-					254	127	318	159	320	160				_	_			-		
300		-		-		-		-		-	370	185		-		_			-	-		-	-	
700											431	216												

*Weight per thousand sheets. †Weight per ream.

AMERICAN DECIMAL STANDARDS OF WEIGHTS FOR PAPER.

The substance numbers are only tentative. What substance numbers should be stock should be settled by conference between paper manufacturers, paper merchants and paper users.

two different weights; why a 50-pound, or a No. 50, white wove envelope and a 50-pound, or No. 50, manila envelope are not the same; or why bonds and fine writings should be designated by different standards. Even old buyers of printing are confused. A publisher using a 31 by 41 paper speaks of it as a 60-pound paper, sometimes to designate the basis of 25 by 38—60-pound, and sometimes to designate that the 31 by 41 sheet itself weighs 60 pounds to a ream.

The present system is also complicated as to the process of figuring; it increases the cost of estimating it into books, catalogues, letter-heads or businesscards, sells it by the thousand count. This causes not only a constant clerical effort in translating five hundreds into thousands, but there are few printers of experience who have not been embarrassed at some time, either by their own or their competitors' errors in figuring half the amount of paper necessary.

The system known as the "American Decimal Standard of Weights for Paper" is the result of a growing conviction in the minds of the various department heads of the Pulp and Paper Division that the present manner of figuring weights and measures in the paper industry is archaic, complicated and laborious. This system has been developed by receiving the suggestions from many different minds that have given thought to this question, and has been subjected to criticism from the leading paper manufacturers, merchants and users who have, from time to time, come to Washington as members of the various War Service Committees of the pulp and paper industry. There has developed no valid criticism, except that such a system would involve the expense to the merchants of new samples, and that during the transition period there might be some duplication of stocks in the paper warehouses.

The following is a description of the system:

The ream is entirely eliminated, everything being figured by the thousand sheets.

The standard of size is 1,000 sheets of paper 1 inch square, and the number of thousandths of a pound such 1,000 sheets weigh is the substance number of any particular piece of paper. For example, a paper of No. 125 substance would mean that 1,000 sheets of paper 1 inch square would weigh .125 pounds, and if we should desire to find the weight per 1,000 sheets of any given size, as 25 by 38, we would first multiply 25 by 38, which equals 950, to find the number of square inches to the sheet. If 1,000 sheets 1 square inch weighed .125 pounds, then 1,000 sheets 050 square inches would weigh 950 times .125 pounds, or 118.75 pounds. Should we desire to find the weight of a sheet size 42 by 61, we would multiply 42 by 61, which equals 2,562 square inches, then multiply by .125, equaling 320.25 pounds, or, eliminating decimals, 320 pounds per thousand sheets.

The same substance number would designate the equivalent weight, whether it were book-paper, coverpaper, writing, or manila. As stock weights would most probably be even substance numbers, such as

70, 80, 90, 100, 120, 140, etc., the weight of any odd size would readily be found by the simplest multiplication, and there would be no confusion in the mind of the customer because:

First — The system is readily explained and easily understood;

Second — There is but one substance number for the same weight of stock for all classes; and,

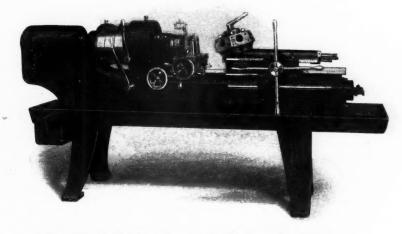
Third — There would be no confusion between the substance number and the actual weight of the stock, as the substance number is a basic unit and not the weight in pounds of some stock size used as a standard.

The accompanying table gives substance numbers in round figures, carried through the various classes of paper. The figures in the columns under M give the weights per 1,000 sheets; those in the columns under R give the weight per ream of 500 sheets. All fractions have been eliminated.

To sum up, the great advantages of the American Decimal Standard of Weights for Paper are:

- 1.—It will eliminate the necessity of reducing reams to 1,000 and any errors that might result.
- 2.— It makes unnecessary the acquiring of technical knowledge of the various sizes by men new in the business, and is easily understood by the layman.
- 3.—It eliminates all chance of misunderstanding as to weight of sheet being furnished.
- 4.— It makes the figuring of special sizes easy and less liable to error.

It is the opinion of the section heads of the Pulp and Paper Division of the War Industries Board that this system should be adopted during the reconstruction period, and it is strongly urged that a conference be held in the near future by representatives of paper manufacturers, paper merchants, printers, lithographers, publishers, and other users of paper, to consider ways and means for adopting it.



A Novel Effect in Half-Tone Engraving for Printing on Rough Stock.

Plate by courtesy of the Indianapolis Engraving & Electrotyping Company, Indianapolis, Indiana.

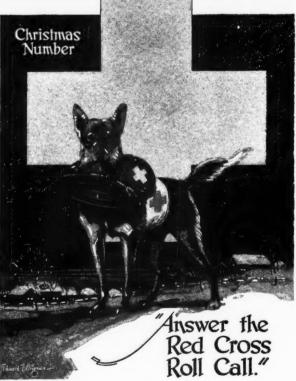


HALF-TONES FOR PRINTING ON ROUGH STOCKS.

HEN war conditions caused the quality of paper to deteriorate, and fine enameled papers became difficult to secure, the Indianapolis Engraving & Electrotyping Company, of Indianapolis, Indiana, began a series of experiments to develop half-tones that would print well on the rougher stocks. The success which has attended the company's efforts is shown in these specimens, which present an interesting exhibit of the possibilities of half-tone engraving for printing on rough-surface papers. The illustration at the left is made on zinc with a regular half-tone screen, but handled in a different manner. The one in the lower left-hand corner is a zinc one-way half-tone, which can be made with a finer or coarser screen with a great variety of effects. The lower right-hand illustration shows a split-line half-tone which gives splendid results for mail-order catalogue work where the paper is inferior but detail is highly essential. The illustration at the bottom of the preceding page is what the company calls the "Mechano," and is another half-tone with the one-way screen. The company states that these new types of halftones are still more or less in the experimental stage.

Farm Life





PRONUNCIATION AND DIVISION

By F. HORACE TEALL



OTWITHSTANDING the prevalence of authors' insistence that printers must "follow copy" in every respect, one detail of composition has to be left for decision in the printing-office, excepting the instances of change on the author's proof. This detail is the division of words at

the ends of lines. Of course the author, not knowing where such division will be necessary, can not indicate it in his writing. Many authors are not meticulous in such matters, and accept whatever comes to them; but some authors are very particular, and without some general instruction no one can know with certainty how to suit them.

Various systems of word-division have been promulgated, but none with any substantial reason except those based on pronunciation—at least such is the opinion of the present writer, and such is the decision of all known authorities. The proponents of so-called etymological division have always been people who were practically ignorant of real language science and so not able to devise a method fit for general acceptance.

Word-division is truly simple and easy, with very few principles as a guide, the one of largest application being that a long vowel before a single consonant ends a syllable, and a short vowel so placed includes the consonant in its syllable. The correct place for division is between syllables. Another principle applies to a large number of words with two consonants together, between which is the proper dividing-place. The words meant are those of which many are generally held to be derived from an English word and a suffix, while others exactly like them are treated differently, on the correct understanding that they are merely Anglicized forms of complete Latin or Greek words.

The first of the two principles mentioned is often violated in practice by operators, and left uncorrected by proofreaders because the least possible correction is desired. Instances are frequent. One seen in reading just as I write is the word primary with primin one line and ary in the next. This is a flagrant error that should be impossible for any one to make. If the initial syllable were sounded like the word prim such division would be right; but everybody knows that such is not its sound, but that the vowel sound is that of long *i* in like. So the first syllable is pri.

The second principle applies to words ending with the spelling ance, ant, ence, ent, or ive. These endings might well enough be classed as English suffixes if they were used only after English words, as they are erroneously held to be in such words as accordance, ascendant, correspondence, dependent, and defective. But words that are plainly not made of English elements abound, and are divided by practically everybody so as to recognize the fact, as abun-dance, abun-dant, contingence, contin-gent, destruc-tive. Of course only a few specimens are here given, both of words and of terminations, but they are enough to illustrate the point, which is that all such words should be divided alike on the syllable here considered. They are so divided in the only dictionary that treated division practically for printers in its making, the Funk & Wagnalls New Standard Dictionary.

This article evidently is not written to indicate a complete system of word-division. Its aim is merely to show partly the influence of pronunciation. Few matters of human interest are not subject to differing opinions, and pronunciation is not an exception. Unfortunately, no accurate expression of sounds is possible without a special large alphabet, which would have to be learned by long and close study such as few would or could undertake, and different methods of indicating the same sound have been misinterpreted, causing much carping criticism that is utterly baseless. Many of our commonest words are often mispronounced, but actual error is far less than sufficient to justify the title of a recent book, "25,000 Words Frequently Mispronounced." Of the 25,000 words in the book a great many are practically never pronounced at all, right or wrong, and as many others are simply spoken with slight variations of the vowels that do not justify faultfinding.

One of the commonest errors of speech is the misplacing of stress or accent, and this leads to wrong dividing in print. The word I happen to think of is not of common occurrence, but is so well illustrative that I will venture it. It is horizon, whose syllables are ho-ri-zon, with accent on the middle, often wrongly spoken and divided hor-i-zon, with accent on the first syllable. It is well worth while for any one to consult the dictionary for such words. Our people still have not enough of the dictionary habit. An occasional look would soon prove its worth, while consultation of persons seems to have little influence. A strong reason for the difference may be found in the fact that the dictionary-makers are usually more authoritative.

Some queer differences exist among lexicographers, one being their diverse estimate of principles. The present writer, while employed on a dictionary, questioned a certain pronunciation, mentioning a

principle. He was answered with the exclamation, "There is no principle in English pronunciation!" But this was not the decision of the controlling editor, who did not ignore principles, but applied some that did not agree with those which prevail. For instance, words like microscopy he pronounced with the accent as in regular English compounds, as mi'cro-sco-py, while they are prevailingly accented as mi-cros'co-py, just like our words geography, telegraphy, etc., and of course the basis is principle.

An opinion contrary to that quoted above is found in a book about Herodotus, by Dr. Herman Johnson, as follows: "Any language having a moderate degree of refinement naturally eschews two aspirations in immediate consecution; and in seeking to avoid the harshness, we instinctively soften the former. This, I think, is a universal principle of language, which our orthoepists have entirely overlooked. Even Webster, following the authority of Walker, would have us pronounce such words as transubstantiation, consociation, with the double aspiration, she-a-shun (instead

of se-a-shun), which the cultivated ear, untrammeled of authority or habit, would hardly tolerate."

This is quoted mainly because it illustrates a very common weakness in reasoning. Doctor Johnson asserted as a universal principle something which never was universal, and mentioned in connection therewith a word that did not fit. English has always sounded tia syllables with sh. As to the other words we have always had differences among our authorities, and now the simple sibilant is prevailing so that the sh sound, while still upheld by some, is not nearly so frequent as it once was. In Webster's Unabridged Dictionary, for instance, the word pronunciation was pronounced with the sh, but in its list of differences the simple s was given as the sound according to Perry (1805), Knowles (1835), Smart (1857), Cooley (1863), and Cull (1864). The later Webster's International and New International prefer the simple s, and so do most later dictionaries and orthoepists, though a few still insist upon sh. Plainly the principle named by Doctor Johnson has never been universal.

"PROOFREADING" IN PRESSROOM AND BINDERY

By DORR KIMBALL



AST week I received a sixteenpage house-organ from a wellknown printing-house with the carefully numbered pages running in this sequence: 1, 2, 3, 4, 11, 12, 9, 10, 7, 8, 5, 6, 13, 14, 15, 16. My copy of the Saturday Evening Post of that same week had sixteen pages upside

down and out of sequence. A booklet sent out by a printer to advertise the quality of his work showed, in the copy that came to me, the red lines of the running title on four of its pages at an angle of about thirty degrees with the text. A book from a prominent paper-mill came to me with the cover on upside down. One issue of a trade journal noted for the perfection of its printing shows, in my copy, a color form in which the red is a half inch out of register with the black. Twice in my school days have I bought text-books which had to be exchanged because of mistakes in collating. A copy of The American Magazine, which I bought at a news-stand to study its layout, shows the four-page alco gravure section in duplicate. One copy of Printer's Ink that I have in my files shows the front trimmed at such an angle that part of the text is bled.

Now, I can't believe that a malevolent demon of some kind is picking out the one imperfectly gathered copy of the couple of million Saturday Evening Posts and putting my address-label on it. I don't think that I am hoodooed so that if the pressfeeder fails to get a sheet up to the guides, that one sheet, when made up into a booklet, is bound to come to me. Nor do I think that any occult power destines the one sheet that a careless bindery girl folds incorrectly to be the one that should come to my notice.

I believe, from considering these few concrete cases and drawing a logical conclusion, that there exists in every pressroom and bindery a percentage of errors or imperfections in work that seriously impairs the value of the product.

I take these actual instances which I have cited to be evidence that we need proofreading in our pressrooms and binderies.

Just what that proofreading system ought to be can not be determined by merely talking or theorizing about it. It will be a gradual development, one element worked out successfully in this shop, another element in another shop. Trial, modification, standardization, over and over again, will mark each phase of the successful system, just as such an evolution has marked the proofreading system of the composing-room.

We can, however, discuss some aspects of the errors in the ordinary work of pressroom and bindery, and perhaps some suggestions may be forthcoming that are worth considering as a basis of inspection in these particular departments. When mistakes are overlooked in composition and slip through into the finished product they are apt to be rather serious, for they affect every copy printed. Mistakes in presswork or binding affect only a small number of the total, so may not seem so serious. But any mistake in even a small percentage of the finished product is a serious affair, and no system of operation which is not reasonably sure to catch gross errors in any department can be called satisfactory.

Mistakes that are caught in presswork or binding are a good deal more serious than mistakes caught in composition. When a mistake is discovered in type-setting the damage is limited to the loss of time necessary to correct it, but when a mistake is caught in presswork the damage is already done and that sheet is a total loss.

It would seem from this that a system of preventing errors in the pressroom and bindery would be most efficacious. But even with such a plan well developed the need for rigid inspection is still great and can not be neglected with safety — in fact, a good inspection system is the only means of knowing how well routine operations are being performed.

In the composing-room there is no operation entering into the finished product that is not inspected for possible errors. No matter how exact a typesetter is, no matter how carefully he reads his stick, his work is always subject to inspection by another. Even where a compositor can show clean proofs for galley after galley, it would never be suggested that proofreading could safely be dispensed with.

We have here a principle of considering every step of all kinds of handwork likely to contain errors, and therefore subject to inspection before entering into the finished product — all work is held guilty until proved otherwise. If we apply that principle to the pressroom it means an inspection system that will check up the register of every sheet the feeder feeds, will check up the work of the pressman in watching the color and make-ready of the form, as well as check up the proper backing up of sheets and their correct stacking. In the bindery it will mean a system that verifies every hand or machine fold made, every set of sections gathered, every book or pamphlet trimmed, all pasting or mounting, and stitching, counting or wrapping.

A plan of inspection for all these various operations is not hard to originate. Once the necessity of rigid inspection is seen, a practical way of doing it can readily be devised. The difficulty comes from the fact that most printers do not consider that any inspection at all is a necessary or justifiable expense. The effort is sometimes made to perfect the different operations so that gross errors are avoided by careful work on the part of feeders and bindery girls. This is good work and should be pushed to the limit, but it does not take the place of inspection. It is wise to encourage every

effort toward fire prevention, but that does not relieve one from carrying insurance.

In many shops Gordon presswork is delivered without inspection of any kind whatever. The work is gathered from the drying-racks, if spread out, or taken directly from the table or bench where the feeder places it, to the shipping-table.

In discussing the work with the pressman of a Gordon department where this system, or lack of system, prevailed, I asked him if the feeders were cautioned to throw out all sheets out of register or otherwise spoiled. He told me they were not, as the work was inspected by the shipper, whose duty it was to catch any imperfectly printed sheets. When I asked the shipper if the Gordon work showed many cases of poor feeding he said he didn't know as he never looked at the sheets except to be sure to get a clean one on the top of the package.

Almost all the possible errors in the feeding of Gordon work in one or more colors can easily be caught by the simple plan of "running through" the sheets after they are dry. This operation consists of holding a bunch of sheets firmly in the left hand, bending them over with the right hand, and letting them fly rapidly under the thumb, as one would run through the pages of a book to see if the folios registered. Any sheet out of register will show up easily and can be taken out.

A thousand sheets of ordinary Gordon work can be "run through" in this way in less than five minutes — about the time it takes to read hastily a thousand ems of type. Such a system of "running through" Gordon work would safeguard the product just about as effectively as a hasty first reading without copy would in the case of composition.

As the Gordon feeder is just as likely to feed a sheet crooked as the compositor is to get the wrong letter it would seem that a thoroughgoing inspection of Gordon work ought at least to include "running through" twice, preferably by different persons.

For colorwork and all important jobs a sheet by sheet inspection by a workman trained to catch every kind of possible error is the only plan that can be said to be thoroughly satisfactory. Such inspection is not an expensive proposition, but even if it were it should be included as one of the definite costs of production, just as proofreading in the composing-room.

One plan of perfecting the operation so as to insure against mistakes has the aspect of inspecting the work in advance of operation.

For example, say we have a job of gathering two eight-page sections and a cover for 500 pamphlets, pasting in a tip-on frontispiece, stitching, inserting in an envelope and stamping.

The sheets for the two eights and the cover were carefully counted out in twenty-fives and kept in these divisions during the folding. When ready to gather, the sections were laid out twenty-five at a time and each lot had to make twenty-five books, with no extra or short sections. The tip-ons were counted out in twenty-fives and each lot pasted in a definite lot of twenty-five books. Inserting in the envelopes was also checked by handling both envelopes and books in lots of twenty-five. Stamping is checked by working on a definite lot of fifty of both books and stamps and noting that they come out even.

While these measures will do a great deal to prevent the occurrence of gross errors in bindery work, there is still need of careful inspection of the finished product before it can be safely sent to the customer.

It would seem logical that pamphlets should be "proofread" by actually looking through each book to detect possible errors in binding. This inspection could also be a "revise" of the presswork inspection. Naturally, this inspection would have to be done by a thoroughly competent person, highly trained in doing this exacting work.

A system of "over inspection" by which the work is checked up for accuracy could well be inaugurated, based on the well-known plan that the late Frederick W. Taylor describes in connection with the work of inspecting the steel balls used for ball bearings.

Under such a plan the work of the regular inspector is at certain unknown times prearranged to contain a definite number of imperfect copies. After the inspection of that lot is completed the rejected copies are checked up, and if found to contain all the "planted" copies the work may be said to have been perfectly inspected. If an appreciable percentage of the "planted" imperfect copies are passed, or allowed to slip through undetected, the accuracy of the inspection is clearly too low to be of much value.

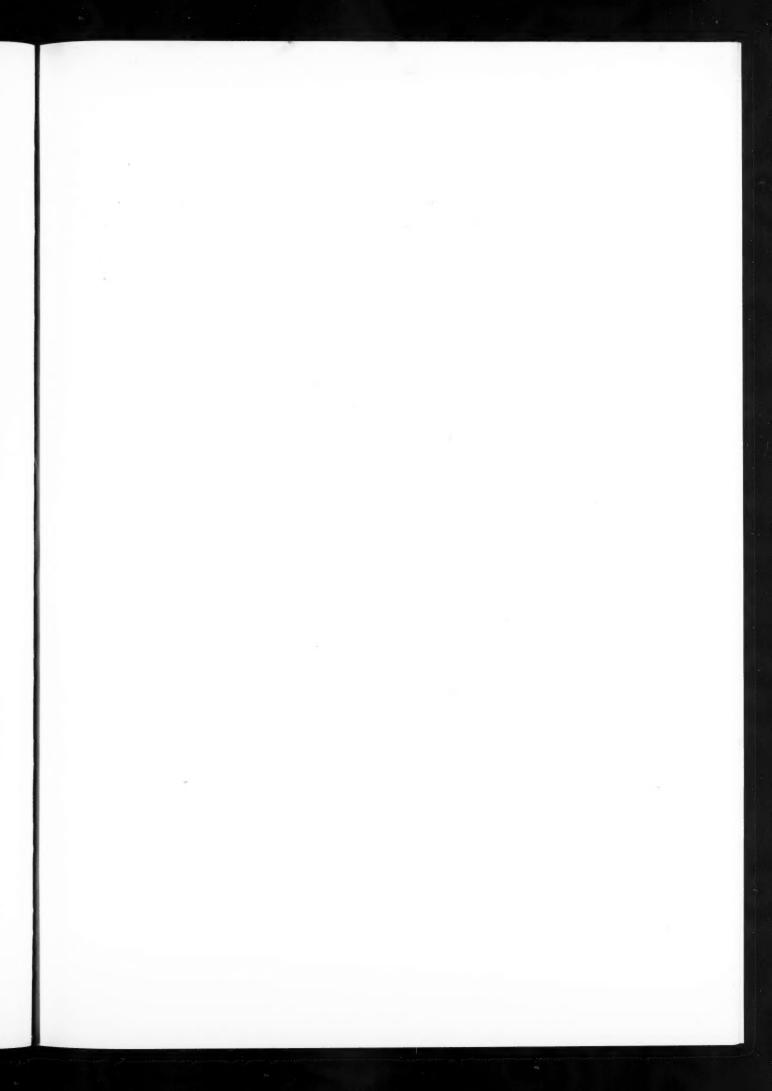
This "over inspection," however, is a refinement of the art that will probably not become a general practice until we have at least the beginning of a good system of inspection in common use. The need of the moment is for a healthy realization that some inspection is absolutely imperative in pressroom and bindery.

The buyer of printing has a right to know if he is to get work that is thoroughly inspected before delivery, or if the finished product depends for its perfection on the accuracy of several indifferent feeders or careless bindery girls. Many buyers of experience insist that the kind of inspection given the work be stated in the specifications, and usually prefer paying a higher price for a product that is thoroughly inspected to paying a lower price for the same work uninspected.



N THE HUMAN RACE, back Ability for a lead by a head on the first lap; bet on Reliability

for a place in every heat; stake all on Stability as a sure winner in the long run.—The Crombie Bee.





EXAMPLE OF CATALOGUE ILLUSTRATION IN THREE COLORS.

Engraved by Zeese-Wilkinson Company, New York city, direct from the objects. Printed by The Henry O. Shepard Company, Chicago. Process inks by Philip Ruxton, Incorporated.



A RECENT letter from the national offices of the United Typothetæ of America closes with the following words: "Yours for wise business reconstruction." Herein is a good suggestion. The closing words, "Yours for the Fourth Liberty Loan," and similar phrases used in business correspondence, had a remarkable influence during the various war campaigns, why should not this one prove equally effective during the reconstruction period?

The adoption of printing as a subject of study in vocational and public schools is on the increase. Teachers in these schools have had to devise and develop their own courses, so that no uniformity exists in the methods, and results are not satisfactory. Instructors have also encountered difficulties beyond their power to overcome owing to the requirements of school boards. It would seem that the time is ripe for concerted action by all the organizations in the industry. A representative committee should be formed to prepare courses and have them adopted by the schools, then supervise the work to see that proper instruction is given. A basis for this work could be found in the report published by the United Typothetae. We would then be sure that those taking the courses in the public schools would have the proper conception of printing as an industry and what it offers as a vocation.

Now that the restrictions on the use of paper imposed by the War Industries Board have been removed, printers can breathe more freely and look forward to an increase in business. The days of reconstruction are upon us, and manufacturers are either making or planning their changes from war supplies and materials to their regular products. To regain the former business, and to expand so as to get the proper production from whatever additional equipment has been installed to meet war needs, manufacturers will require considerable printed matter. In order to make the change without too much delay, they will demand the greatest possible returns from the printed matter used. Therefore, an additional responsibility falls upon the printers. It is up to them to consult with their customers, and to advise them how they can make their printing most effective. While the restrictions are removed and we can go ahead, yet, at the same time, we must still endeavor to avoid waste by planning each piece of printed matter we turn out so as to make it produce the greatest possible returns.

Co-operation the Watchword.

The problems incident to the reconstruction period are confronting us, and probably the one receiving the greatest attention now is the relation between capital and labor during the readjustments that must be made. No definite solution of this problem has as yet been offered, and it is a matter of question whether one can be offered at the present time. Readjustments there must be, both in wages and the cost of living, though the general trend of opinion seems to be that neither will return to the standards of prewar days, at least for some time to come.

On this question — the relation between capital and labor — hangs the solution of the large majority of the problems incident to the transition from war-time to peacetime conditions. The settlement of these questions, and the future success of industry in general, will depend largely, if not wholly, upon the degree of coöperation that exists between capital and labor — between the wage-earner and the man who pays the wages. Coöperation there must be, and it can not be half-hearted. Both sides must stand ready to make whatever sacrifices may be necessary for the welfare of the country as a whole. There can be no quibbling on either side. The day of autocracy and plutocracy has passed.

This seems to be the view-point taken by leaders of thought and action on both sides. It is the view expressed in an article appearing elsewhere in this issue, under the title "The Swing of the Labor Pendulum," by Chester A. Grover, who has made an extensive study of the situation.

A few quotations gathered from various sources might not be amiss. Writing under the title "Shall We Conciliate or Contest the Demands of Labor," the editor of the *Shoe and Leather Reporter* says, in part:

One of the most important of the many problems imposed upon manufacturers by the war is how to act towards labor. The best advice that can be given to employers at this critical time is that they set aside preconceived opinions and approach this question with open minds. . . . The new policy should be in the direction of increasing skill and efficiency and stimulating production rather than constantly attempting to lower wages. Workmen should be brought closer to the problems of their employers. The old aloofness has become a liability. It is not enough to dole out small shares of the profits on a bonus basis which almost savors of charity.

There has not been a moment since our entrance into the war when our soldiers and sailors did not understand why they were fighting and what the ultimate objects were. They were intensely interested, they realized that this was their war, and not for the exploitation and profit of a class. Under these circumstances there was morale, esprit de corps. Why should it not be possible for employers to engender a similar spirit among their employees? Many of them know nothing beyond their daily task. They have

no perception of the purchasing, financial and sales departments of the mills and factories in which they are employed. If they are told that the owners of the plants contribute nothing except the original investment, but are merely non-producers and idlers, there is no one to dispute the fallacy. Workmen are permitted to suppose that the so-called capitalistic class is living in luxury upon the earnings of the workpeople. Is it sensible, is it safe, for us to go on year after year with our employees almost completely misunderstanding us?

year with our employees almost completely misunderstanding us?

The time has come when large industrial enterprises should cultivate a better understanding with their operatives. Every man should at least have an opportunity to acquire an intelligent interest in the business, separate and distinct from the financial considerations involved. Human nature is the same in the workman and in the superintendent and in the president.

In Newspaperdom, under the heading "Capital and Labor Must Coöperate," we read:

It is the problem of reconstruction in American commerce, industry and finance that must concern business men, capitalists and labor. Reconstruction upon first consideration would appear to be an intricate proposition. But no task or proposition is too big for successful completion when American labor, capital and executive brains are working in hearty coöperation. And in the work of reconstruction each player in the game must keep his cards upon the table—sincerity of purpose and loyalty being virtues which must go hand in hand if we are to succeed in reconstruction upon a lasting and substantial basis.

In the first issue of a new magazine, *Industry*, a "semi-monthly interpretation of industrial progress," appears an article on "Wages in War and Peace," in which the writer says:

The problem of industry is that of production costs, and this must be regulated through the liquidation of labor and the adjustment of hours of labor in such a way that there will be sufficient production and the cost will not be too great. The wages paid during the war were compelled by the necessities of the situation. The employer of labor must not seek an immediate revision of wages on any artificial or arbitrary basis relating to prewar conditions. He must be prepared to take all facts and factors into consideration, and to adopt a basis which is fair, just and equitable, and to maintain that position inflexibly. That position must take into consideration the prosperity of the country, which is best served by production at fair cost and by the payment of wages which will make for contentment among the normal workers. He does not need to aspire to satisfy labor leaders, or the greedy ones of labor, but to satisfy his conscience, the national conscience and the worker who recognizes that a fair day's pay is compensation for a fair day's work. We must arrive at some basis of cooperation, and that basis will be one which common sense and even selfishness on the part of labor

Bearing in mind that the welfare of each unit in industry depends upon the welfare of industry as a whole, we should all put our shoulders to the wheel and work for the common interest, with "coöperation" as the watchword. Prosperity for all will then be assured.

From Foreign Fields.

It is a source of great pleasure and interest to us to receive the reports and bulletins from the printing-trades in other parts of the world. The world is a mighty small place after all. This fact seems to be emphasized, and we also seem to be drawn closer to our brethren in other lands when we learn that the problems and difficulties which we encounter and are working to overcome are the same as, or similar to, those against which they are striving. Evidently we are all in the same boat. One thing is certain: we are all fellow workers for the advancement of the greatest of all industries — Printing.

We have been especially interested in reading the latest bulletin to reach us from the Queensland Master Printers and Allied Trades Association. This bulletin is issued quarterly, and the issue just to hand is for July to September, 1918. The leading article is a comment on the address of the president of the United Typothetæ of America, delivered at the 1917 convention of the organization. After setting forth some of the work being done by the United Typothetæ of America, the article states:

We in Australia are working along the same lines, but in a much more humble manner. Self-education by the study of correct scientific business methods is the key-note of our every activity. They have the same difficulties to contend with there as we have. They have their slackers, and their conscientious objectors, and their twisters — yet every year is one of progress with them, as also with us in a lesser degree. It is as true there as it is here that there are men who are fanatics instead of reformers, also those who strive to turn everything to their own ends, but to condemn the whole Typothetæ movement because of these things is as foolish as it is unjust.

A little further on, in reference to a statement by the president that the United Typothetæ of America "has survived its vicissitudes and errors," the writer of the article states:

This applies with equal force to us as to America, and with the renewal of activity in our annual conferences we feel sure the educational and cost-finding lines of present-day Typothetæ will meet with the same public approval in Australia as it has met at the hands of the Federal Trade Commission of the United States of America.

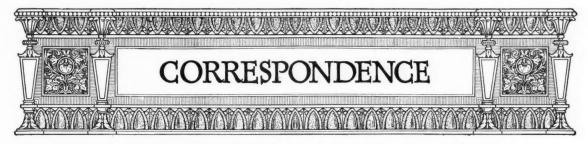
That the educational work along the lines of costfinding is making rapid progress there as here is evident. On this subject the writer says:

The costing system inaugurated in Queensland by the Typothetæ is already adopted by and in active operation in many other industries, and it is a work of very real national importance to put industry on a solid foundation. Where exact costs are known, a reasonable profit is small on every line. Where exact costs are not known, some one has to pay an excessive price on some lines to make up for losses on others. Where, then, does unjustness lie? The old showman's saying, "What I loses on the roundabouts I makes up on the swings," is not an honest business man's axiom, despite the strenuous objurgations of conscientious objectors, fanatics, or such like opponents of "a fair deal all around."

A few lines used as a foot-note further on in the bulletin are also worth quoting and emphasizing in this connection:

Printing is just as profitable a business as any other, provided it is conducted on business principles. And the first principle in any business is to know cost then sell at a profit.

We have also been favored with literature describing the cost-finding system which has been adopted by the Master Bookbinders' Society of Holland. This is sent by F. C. Proost, of J. Brandt & Zoon, Amsterdam, who is secretary to the Costing Committee. In a letter, Mr. Proost advises us that the literature was published on the occasion of the annual meeting, held on September 11, last, and states: "Though you will not understand the language, you will see that the system is built up on the American lines. I want to add that this is a system for bookbinders only, so it is and must be quite different to what printers want." We regret we are unable to read either of the pamphlets sent us by Mr. Proost. Nevertheless, from an examination of the forms shown it is evident that the members of the Master Bookbinders' Society of Holland are also making rapid progress along these lines.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

The Universal System of Standardized Formats.

To the Editor

St. Louis, Missouri.

I have on the press a complete "Exposition of the Standardized Universal Formats" for books, periodicals and other printed matter, a copy of which I will send to every one interested who will apply for the same and send a 2-cent stamp to cover the postage and mailing. I wish every printer and publisher to become acquainted with this system, believing that acquaintance with it will develop into a liking for it and a desire to further its general adoption. Please address me at No. 108 Pine street, St. Louis, Missouri.

N. J. WERNER.

To Eliminate a Nuisance.

To the Editor:

GRAND RAPIDS, MICHIGAN.

At a recent meeting of the job section of the Grand Rapids Printers' Association the question of bands on envelopes was taken up for discussion. The unanimous sentiment expressed was that these bands are a decided nuisance in that they require time in breaking, for which the printer can not charge his customer; they also are a waste of labor and material that somebody must pay for. It was decided to appeal to the common sense of the envelope manufacturers through the printing-trade publications for a possible elimination of this waste.

For the Grand Rapids Printers' Association,

MARTIN HEIR, Executive Secretary.

Doing Commercial Art Work "On Speculation."

To the Editor:

Los Angeles, California.

You may recall a distressing incident that occurred in Rome some time ago. Certain parties who did not like the way a fellow named Cæsar conducted his business, started to express their opposition by sticking their short swords through a perfectly good cloak that he happened to be wearing at the time.

Naturally, Cæsar was not pleased, but when he found his old pal, Brutus, taking a swipe at him, Cæsar's feelings were hurt.

If you can imagine Cæsar's mental attitude when he remarked, "Et tu, Brute"! you can imagine how the commercial artists of this country felt on reading certain passages in the November issue of The Inland Printer. To think that, after all these years of friendship, looking as we do to your magazine as our spokesman and adviser, the day should come when we are to recoil in Cæsaresque dignity at finding ourselves misunderstood!

The offending thrust comes out of an article entitled "Commercial Art for the Printery," by Robert F. Saladé. It is otherwise a splendid article and boosts commercial art in a way we like to see; but let me quote:

To take advantage of the commercial art service plan it is not even essential that the printer employ an artist on salary. It is possible for the

printer to make arrangements with a good "free-lance" artist to care for this branch of business on *speculation*. As the venture proves successful, and when enough work comes to keep the artist constantly busy, he may be engaged on a salary basis.

Further along in the same article we find:

If the printers succeed in gaining the orders, the artists of course are paid for their product.

And so now we are forced to state that some one is asleep at the switch. It was some time ago that our Government put the lid on gambling, and in compliance with the tendency of the age the commercial artists have resolved to conduct their business in a businesslike manner—and they no longer do work on speculation!

For considerably over a year commercial artists in every big city have been getting together to compare notes, develop business methods, promote coöperation between the artists and photoengravers, printers and advertising agencies, and to seek remedies for any abuses to which the profession may have been subjected.

Intercity correspondence has proved to our satisfaction that without exception the greatest abuse has always been the speculative sketch.

I am enclosing the rules which the Commercial Artists' Association of Southern California has adopted to govern the sale of artwork. The associations of other cities have practically the same rules, with slight variations on minor points, but invariably Rule 1 reads, "All preliminary sketches must be paid for."

The photoengravers, printers, etc., of the Pacific coast are fully in accord with our movement, and it may be truthfully said that they are the first to see the advantage of introducing the buyers to the uniformly fair treatment these rules assure.

Now, Mr. Editor, as you have trodden upon our most sensitive corn, and if you still love us, the commercial artists, as we are sure you do, we believe you owe us some kind of reparation for our injured sensibilities.

Could you not print our rules in your magazine, with suitable comment thereon?

I am speaking not only for the artists of the Far West, but the whole United States; yes, and part of Canada.

It might even be better, though I am loath to admit it, to print the rules of the American Association of Commercial Artists, which is the nationwide organization, with headquarters at 866 Transportation building, Chicago.

We realize that nothing carries so much weight with printers, photoengravers, etc., as the articles which appear in The Inland Printer. So we are satisfied that when they read the rules governing the production and sale of artwork they will not hesitate to apply the same rules to their own art departments, if they have not already done so.

Thus you would be the means of carrying the light of national harmony and cooperation into every obscure corner of the country where the weak glimmer of our own little publication, The Thumb Tack, has as yet been unable to penetrate; and thus also you shall receive our forgiveness for having stepped on our toes.

Even now we owe you thanks for having made such a good display of the cuts forwarded from The Thumb Tack, and I personally owe you thanks for the credit given myself and customer under the reproduction of the motion-picture title. Therefore, thanks.

Trusting you will take heed of our protest, and of the new order of things in the commercial art world, I remain, very REED WILLIAMS, Corresponding Secretary, truly yours,

Commercial Artists' Association of Southern California. Editor's Note.- We reproduce Mr. Williams' letter in full in order to make amends for having stepped upon the "most sensitive corn" of the commercial artists, and to show that we do "still love them." We are glad to learn that the commercial artists have taken such a long stride toward placing their work on a more businesslike basis, and are eliminating the abuse of doing work on speculation. In compliance with the request of Mr. Williams we take pleasure in reproducing the regulations governing the sale and production of artwork as they are given in The Thumb Tack, the attractive and interesting little publication of the Commercial Artists' Association of Southern California:

REGULATIONS GOVERNING THE SALE AND PRODUCTION OF ARTWORK.

- I .- PRELIMINARY SKETCHES: All preliminary sketches must be paid for. 2.- IDEAS: An additional fee will be charged for original idea
- 3.- Special Work: Time spent in conference, gathering data, and work done outside of the studio, together with expenses incurred, will be charged for.
- 4.— Overtime: Orders requiring overtime will be charged for at
- one and one-half times regular rates.

 5.—Author's Corrections: Author's corrections (i. e., changes from original instructions) are an extra, and will be charged for.
- 6.— Property Responsibility: All drawings, photos or other property left in stock with the artist are held at the owner's risk.
- 7.— Sketches from Outside Sources: No artist shall make a drawing from the sketch of another without first consulting the artist who made the sketch.
- 8.— Deposits: Individuals or concerns unknown, unless satisfactorily rated by the Credit Bureau of the Commercial Artists' Association of Southern California, are required to make a deposit of fifty per cent of the
- amount of the order, the balance to be paid on delivery.

 9.— BILLS DUE: To individuals or firms satisfactorily rated by the above credit bureau, all bills are rendered on a thirty-day basis, and are due at that time.
- 10. DISCOUNTS: All bills rendered are net and not subject to discount. II .- ACCOUNTS OVERDUE: Interest at one per cent per month will be
- charged on all bills overdue.

 12.— CONTINGENCIES: All agreements are made contingent upon fires and causes beyond the artist's control

A Price System for the One-Man Shop.

To the Editor: PUEBLO, COLORADO.

There is a big element in the printing game that is much talked about, little understood, and seldom helped, in the constant discussion of ways and means for making better the condition of the sixth greatest industry. I have never heard of a systematic effort to help the small shop — the one-man printing-establishment, if you please. That is the purpose of this letter.

The complicated cost system is not often used by the busy man who perhaps hires a few people - or none; waiting on customers one minute, answering the telephone the next, setting type, doing presswork, cutting stock or doing other odd jobs, all within a time so brief that he can not give his jobtickets, if he has them at all, effective attention. It is for such proprietors that I have developed a method which seems to combine reasonable accuracy in estimating with no loss of time, and they get a price which does away with the chronic kick of the larger shop owner that the proprietor of the one-

man shop does not usually know how to estimate and cuts prices, often to a profitless basis.

In a nutshell, the hour is the basis of all charge and all profit, with a flat price of \$1.20 for that hour. Nothing entering into the handling of a job is rated at less than the \$1.20 per hour basis, and nothing is charged against the job at less than fifteen minutes, or 30 cents.

There are eight separate charges to be placed against all jobs not requiring folding, stitching or numbering. The only exception to this rule is the visiting-card or other work costing only a dollar or so.

I can illustrate my method by taking a sample order of envelopes, say one thousand, costing \$1.75. My slip, or estimate ticket, is filled out as follows:

Mr. John Smith.	October 10,	1918.
Estimate on one thousand XX 6¾ envelopes.	Stock, \$1.75. Minutes	Charge
Taking order	15	\$0.30
Setting job		.30
Lock-up and distribution	15	. 30
Presswork and ink	60	1.20
Overhead	15	.30
Delivery	15	.30
Collecting	15	.30
Stock — XX wood		1.75
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Should the estimate be for five thousand envelopes, the figures would be as follows:

Minutes	Charge
Taking order	\$0.30
Setting job	. 30
Lock-up and distribution	.30
Presswork and ink 5 hours	6.00
Overhead — five times fifteen minutes or	1.50
Delivery	.30
Collecting	.30
Stock	8.75

Every shop owner must learn at one time or another that he has depreciation, new material to buy, etc., to say nothing of the many small expenditures as well as the fixed charges, like rent, telephone, heat, light, power, etc., that he must charge for if he would make good at his vocation.

My blanks are printed four-on, both sides, taking a sheet about 8 by 12 inches, and bound in a book of one hundred leaves, giving me room for eight hundred jobs. The estimate is easily preserved and will be found mighty handy when the customer drops in, a few weeks after you have given him your estimate, to "get the job done that you figured on," and which you would usually have forgotten about.

I am going to give the prices of a half-dozen different jobs based on this system. The reader should always bear in mind that he must charge up the entire eight items against his work, and that the hour-cost of \$1.20 must rule. Nothing is charged less than fifteen minutes, remember. To the owner of the big shop my price of \$1.20 per hour may seem ridiculous, but just hold on-the Typothetæ cost system in operation in Denver does not get better average prices in spite of our

For instance, No. 88 cards, costing \$1 per thousand: My price is \$4.50, actually \$4.30, while the Denver price is \$4.25. For five thousand, my price is \$14; the Denver price \$13.

Envelopes, XX wood, costing \$1.75 per thousand: My price, \$4.75; Denver, \$4.25. For five thousand, my price, \$17.75; Denver, \$16.50.

Statements, costing \$1.25 per thousand: My price, \$4.75; Denver, \$5.50. For five thousand, my price, \$15.50; Denver, \$15.50.

Letter-heads, 20-pound stock at 20 cents: My price, \$5.75; Denver, \$6.50. For five thousand, my price, \$19.25; Denver,

Campaign cards, cheap stock: For one thousand, my price, \$4; Denver, \$4.25. For five thousand, my price, \$13; Denver, \$12.25.

Handbills, 6 by 9 inches, news-print: My price, \$4; Denver, \$3.50. For five thousand, my price, \$11.25; Denver, \$8.50.

Wedding invitations, stock, costing \$1.25 for cabinet: For fifty, my price, \$5; Denver, \$5. For one hundred, my price, \$6.25; Denver, \$7.

A wedding invitation, no matter how small the order, should not be figured at less than \$1.20, or one hour, for presswork, nor less than 60 cents, or one-half hour, for composition. All jobs should be charged for in my system, even though standing, and even if the customer calls for the job and pays cash for it at that time.

I get my overhead on a basis of charging fifteen minutes, or 30 cents, per hour for all time work on the press, or all time on composition over fifteen minutes. For example: If you put in one hour on the press and thirty minutes on composition, you charge 45 cents for overhead against the job. If you put in one hour on composition and one hour on press, you charge 60 cents for overhead.

In conclusion, I ask the reader to compare my prices with what he thinks he ought to get, and I am sure he will find in them a good, fair living rate that should allow the small proprietor to make some money. I would urge the charge of each item, because the delivery of a job is just as much a charge against that job as the presswork or composition.

Just a little practice with my system will enable the printers in a town to get together on an equitable and fair basis for estimating their jobs of printing.

E. W. Frick.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

It is reported that over three thousand firms are supporting an undertaking to issue, at a cost exceeding \$1,500,000, a standard work of reference on all the sources of supply and goods made in the United Kingdom.

It is reported from Perth, Scotland, that "the female element is now much evident in the membership of the local branch of the typographical union and the roll now boasts seven names of the gentler sex, and all being paid the standard wage."

HORACE BROOKS MARSHALL, proprietor of the famous old publishing house of Horace Marshall & Sons, has been elected lord mayor of London. The concern of which he is the owner was started nearly eighty years ago by his grandfather, William Marshall. It was the originator of railway bookstalls in England, having opened the first one at Fenchurch street station in the early forties.

An association is now being formed of the engineers engaged in the printing and kindred trades, primarily to meet after-war conditions. As set forth in the prospectus of the promoters, the chief objects in view are (1) to encourage and foster the manufacture of machinery in this country which prior to the war was imported; (2) to collect information for the benefit of members of the association; (3) to protect the interests of the members, to promote coöperation and standardization, and to consider financial and other matters of interest to the trades.

Messrs. Clowes & Son, of Brighton, a few months ago lost an employee by death, who had been on their composing staff for nearly sixty years. Two other members of this department each have a record of sixty years with this firm, while its typefoundry has an employee with sixty-five years' service, its electrotype foundry one with sixty years, the proof-

reading department one with fifty-eight years, the warehouse one with fifty-five years and one with fifty-two years, and the counting-room one with fifty-four years. Dr. Osler's theory seems disproved in this printing-house.

It has been ascertained by the Cost Committee of the London Master Printers' Association that since the outbreak of the war the cost of printing has gone up at least one hundred and twenty per cent. This is independent of the increase in the price of ink, paper, strawboard and other materials, which have in many cases advanced to six times or more their prewar price. The association has, therefore, deemed it necessary to add a sufficient percentage to present charges to bring the total increase on prewar charges up to one hundred and twenty per cent.

During the four years of the war forty million bibles have been distributed by the British and Foreign Bible Society. This is an output far in excess of any previous record in the same space of time. The issues of the past year, however, have somewhat declined, owing to the difficulties of producing and distributing. Since the war began the society has provided for its war service alone over eight million volumes in seventy-five languages. In the past year the society has translated sections of the Bible into seven fresh languages. The list of the society's versions now contains 511 different forms of speech. Nearly a third of all the books issued last year were sold in China.

The Associated Typefounders on October 14 issued a new price-list of type, which supersedes all previous price-lists and surcharges. It sets forth the present-day rates for all classes of type, borders, initials, leads, slugs, metal furniture and quotations. A comparison of the old with the new rates is interesting and is eloquent of the times and of the solid increase in the cost of printing-trade requisites. For instance, Class A (book and newspaper faces) in the new list rates 72 to 96 point, small fonts and sorts at 80 cents per pound, as against the old rate of 25 cents, and 12-point at \$1.05, as against 47 cents formerly. In Class B, 12-point at \$1.13½, as against 50½ cents formerly. In leads, 3-point are now rated at 37½ cents, as against 12 cents formerly. Metal furniture is now 32½ cents, as against 14 cents.

GERMANY.

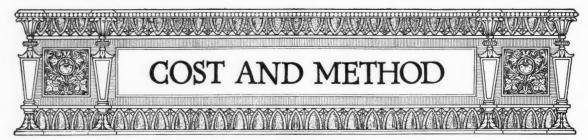
The latest noted quotations on printers' metals in Germany are as follows, rendered into American equivalents: linotype metal, 14 cents per pound; stereotype metal, 16 cents; type metal, 27 cents.

PHILIPP SCHEIDEMANN, who has been frequently mentioned in the war news from Berlin, in his capacity as leader of the Social-Democratic faction of the Reichstag, has been for several decades and is still a member of the German Typographical Union. He began his parliamentary career in 1903.

The death, on September 15, is announced of the publisher of one of our contemporaries, Johann Unverdorben, proprietor and editor of the *Journal für Buchdruckerkunst*, of Berlin-Lichterfelde. He was in his sixty-second year. The periodical of which he was the publisher is one of the oldest German trade papers and has always been ably edited.

FRANCE.

A RECENT issue of La Typographie Française (the organ of the French Federation of Printing-Office Workers) reaches your correspondent with its advertisements rendered completely unreadable by being printed over with a black block. This is the first instance of such obliteration in a trade paper to come to our notice. We dare say the advertisements were innocuous enough, but — regulations, especially military ones, have to be obeyed.



BY BERNARD DANIELS.

Matters pertaining to cost-finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The Opportunity of Today.

A number of printers with whom we have talked have expressed themselves as optimistic concerning the future of the business, but a few have seen only the horribly high prices and the great inefficiency of the present labor supply, and the fact that many jobs of printing that they have formerly done have ceased to exist forever.

The facts are that the world war has temporarily stopped business and given the men who have been running it time to think that many of the old methods were not only unwise and failures as result bringers but also a deliberate waste of good money. But that does not mean that they will stop using printing. Quite to the contrary, these men have seen that during the slowing down of the business world they could get results for less money by properly planned direct advertising, and the future will show that they will profit by the lesson and use a great deal more printing to secure direct orders and to prepare the way for their salesmen.

Manufacturers have also learned that a large amount of clerical work can be made unnecessary by a proper use of printing for interdepartment blanks and for condensing the necessary records and orders needed in handling their work. This will cause a tremendous demand on the printers who are equipped to do the work and properly advise their clients as to the right kind of forms to use.

Of the making of books and magazines there will be no end, and the demand will be for quality as well as quantity.

Altogether the outlook for the printing business of today is a rosy one for the man who understands efficient management and the use of printing for advertising, and the future seems to be still brighter, for the United States will be compelled to enter the foreign markets and supply the needs of the people who have been getting along on short supplies while waiting for the war to end. All this means printing.

Oh, yes, printing is going to cost more for several years to come, but what of that? So are many other things that people must have. It is a necessity to the conduct of business on economical lines, and the right thing to do is to go right out and sell it for what it costs plus a fair profit.

That reminds us that never before has the printer had such an excellent chance to revise his prices on the basis of cost plus profit. The markets of the whole world have been upset, traditions have been exploded, habits have been broken, and the "same price as last" has been given a death-blow. If the printers do not at this time awaken to their opportunity and cut out all the jobs that have been run at a loss and secure the right price for all the work placed from now on it will be their own fault, and they will deserve no sympathy if, in a few years, we hear the old cry about the difficulty of getting the correct price and the damning of the price cutter.

The uprooting of the old standing abuses is now within the power of the craft, and there should be a mutual return to the true ethics of the craft and a full appreciation of the fact that the man who sells any product for a less sum than it will cost to produce it is an undesirable citizen because he is destroying a part of the wealth of the world and making it harder for the rest of the people to secure an honest share of the results of industry.

We have fought a war to prevent the physical freedom of the people from being destroyed, to prevent the moral and mental freedom from being hampered in their growth, and to give every man a chance to advance according to his ability. Are we going to allow our craft to be hampered by a lack of understanding of values and badgered into losses by shrewd shoppers? Let every printer resolve at once to install the cost system and refuse to knowingly sell any part of his product at less than its cost and a fair profit. Ten years of such work would place the printing business where it belongs — in the front rank of the important industries of our country. There would then be no wondering as to whether it would be declared a non-essential, for all men would recognize in it the vitalizer of business and the great economizer of labor in business and manufacturing.

Handling Paper Costs.

The handling of paper in the printing-office is one of the items of cost that has been misunderstood and neglected by a large number of printers. It is as much a cost as the handwork in the composing-room or in the bindery, but because of the lingering of old ideas and the desire to avoid detail work it is neglected.

In making estimates it is becoming customary to add a certain percentage of the cost to the item of paper to cover handling in its passage through the plant. This is correct so far as estimating is concerned, but the actual cost should appear in the job record, just as in other items. This is not hard to obtain if the cost system is correctly kept.

The Standard Cost System provides for the keeping of the stock and the shipping departments separate, and it is only a step further in the right direction to keep the stock (paper) separate from the shipping, and to keep tab on the actual time used in handling the stock.

To this department should be charged all the labor, cartage, cutting and handling necessary to receive the stock, count and check it up, cut it to size (unless cutting is charged as a separate item on the job-ticket) and place it in the pressroom or bindery ready to be worked on.

By the same system of time keeping that applies in other parts of the plant, the number of hours used for this class of work can be determined and the hour-cost found. The particular job can then be charged with the number of hours at the cost found and the result compared with the estimate. It may be possible that after doing this you will want to estimate higher on the cost of handling stock. At any rate we feel assured that you will not be desirous of reducing it.

This method is particularly desirable at the present time when the price of so many of the higher grades of paper has gone up to twice or three times the old rate and the per cent basis is hardly fair to the customer. There is no doubt that once you adopt the system of time charges for handling stock, and accumulate sufficient data to act as a guide as to time in estimating, you will continue the method because it is better.

Actual Production.

Records of actual production are useful in the office as guides for the making of estimates, especially if they are classified as to the character of work and size of sheet, but even total records are useful as a check to the estimator's imagination when it gets to working overtime and magnifying the amount of production.

The following record is an actual one from a well-managed plant doing a high grade of commercial and catalogue work. It covers one year:

Size Sheet.	Make-ready Hours.	Running Hours.	Impressions per Running Hour	Percentage Productive Time
24 by 36	607.2	1069.6	1.059	76.2
24 by 36	565.8	1191.3	988	79
24 by 36	534.2	927.2	1.159	66.6
24 by 36	608.2	1032.9	1.048	74
33 by 46	759.9	934.9	1.075	78.5
33 by 46	462.6	1068.4	1.078	65.5
33 by 46	408.2	1179.2	1,143	69.2
33 by 46	596.1	966.7	1,106	65.9
38 by 50	344.7	1036.7	1,203	59.5
38 by 50	575.3	1303.4	1.110	76
38 by 50	583.9	1284.5	988	73.8
38 by 50	347.0	706.7	1,096	46.7
40 by 60	500.8	905.8	885	58.1

There are several interesting studies in these figures, the first being the average production per hour for each size of sheet, as follows:

Sheet 24 by 36, 1,058 per running hour, or 685 per productive hour. Sheet 33 by 46, 1,101 per running hour, or 732 per productive hour. Sheet 38 by 50, 1,051 per running hour, or 767 per productive hour. 885 per running hour, or 570 per productive hour.

This shows that while these presses, thirteen in number, were run at a high speed and at a fairly efficient productive time, the actual output was very much lower than the one that seems to obsess the printer when he estimates the speed at which he is going to produce the work.

While it would be impossible to give the name of the plant in which this record was made we can assure our readers that it is an authentic record and covers the entire year of the pressroom of a successful printer who is selling his product at a price that leaves him a fair net profit. The very fact that he has such records proves him to be a live wire and one who knows where he is getting off.

Now let us consider the amount of productive time for each size of sheet, and its effect on the cost:

The 24 by 36 sheet presses ran an average of 64 per cent productive. The 33 by 46 sheet presses ran an average of 69.8 per cent productive. The 38 by 50 sheet presses ran an average of 64 per cent productive. The 49 by 60 sheet presses ran an average of 59.1 per cent productive.

There was room for improvement in every size, and the striking fact is that they ran so close, showing that the work was distributed fairly over the plant and none of the machines

There is another fact that stands out prominently, and that is the closeness of the speed of running to an average of one thousand for all sizes, showing that it is not so much the speed of the press that adds to the cost of the big sheet as it is the greater cost of running the larger machine and the fact that the larger machines, or at least the larger sheets, have a lower index of productive time. In this case the 33 by 46 sheet shows the greatest number of productive hours and the 40 by 60 sheet the smallest.

It would have been interesting to have the number of forms and the number of impressions per form to add to this

Taken all in all it did not satisfy the superintendent of this plant, and his record this year will show a big improvement, eleven months showing an average production of 1,061 per hour, with an average productive time of over seventy-nine per cent, notwithstanding the shortage of labor. In the previous record, given above, a third of the presses were equipped with automatic feeders; this year fully two-thirds are so equipped, and besides there were fewer small sheets, all of which tend to make this plant more profitable.

Time Required for Bindery Operations.

Some recent publications of bindery records on pamphlet binding have had the result of stirring one of our correspondents to send us the following statement of his records of production per hour for the various operations of the usual printer's hand-

Folding to register: 1 fold, 600 per hour. 2 fold, 400 per hour. 3 fold, 220 per hour. 4 fold, 175 per hour.

Padding, including gluing, slicing, but not trimming, 100 sheets to the pad; 150 pads per hour up to 9 by 12 inches.

Gathering: 1.500 pieces per hour.

Inserting in cover or inserting one section in another: 1,081 inserts per hour.

Inserting when more than one piece in each other and cover: 1,400 Tipping plates: 300 per hour.

Pasting plates or inserts, including opening up: 214 per hour.

Gluing on covers, up to 1/4-inch thickness of book: 185 per hour, up to 6 by o inches in size.

Gluing covers up to 14 inches: 140 per hour. Additional signatures reduce speed in proportion.

Sewing double-stitch with knot inside, two signatures and cover: 75 per

Slitting head: 850 per hour.

Slitting head and side: 400 per hour.

Wire-stitching, two wires to book, one operator to machine: 650 books per hour, 1,300 stitches.

These figures are not as high as some that have been recently printed, but they are the actual results in this plant. A better record should be made in a pamphlet bindery where there is enough work to keep each operator on one kind of operation until she becomes expert.

It is not wise to attempt to estimate by the high record, nor is it well to entirely forget the difficult jobs and stick too close to the average when the prospective job looks as if it might mean trouble. Therefore, the above may prove valuable to printers running their own little bindery annexes.

War-Time Estimating.

"Why don't you publish more estimates?" writes one correspondent who says that he has derived benefit from the study of those published. No doubt there are other readers of The Inland Printer who have thought the same thing but did not consider it worth while to write the editor about it, therefore we are going to answer our correspondent in these columns.

Until the time that the world war broke forth there had been a gradual increase in the cost of printing all over the world, and especially in the United States, as a comparison of the hour-cost table published in the last issue will show. Then came a sudden rise, owing to the war demand on the facilities for production and labor, and for the raw materials used in the manufacture of paper and printing material. The markets became unsettled and prices went soaring skyward, in some cases almost over night.

The estimates previously published were no longer a guide to practice and new estimates were rendered valueless between the time they were figured and the date of publication, though that might be but a few days. Even the calculation as to the number of hours required for the work seemed all wrong in the light of practice, because many of our skilled workers were called away and we had to put up with the labor of the less skilled and the learner, who took considerably longer to do the work.

Under these conditions we considered it wise to drop the printing of estimates on particular jobs, except in those cases where it appeared that the solution of some difficult problem might be made plain by them.

That this is a disappointment to some of our readers we know, and as soon as conditions become stable enough to warrant the printing of costs we will resume the printing of such estimates as may serve as useful lessons to printers generally and help to teach the younger generation of printers correct estimating methods. Meanwhile we shall be glad to receive from any or all of our readers their favorite estimate-blank, as we are working out an improved blank for our own use and desire to make one of universal application if such a thing is possible. Send in two copies of yours today, addressed to the editor of this department.

Composing-Room Equipment.

It may seem strange to talk of increase of composing-room equipment at this time when prices are higher than they have been in many years and when trade conditions are so unsettled. But it is a fact that very few composing-rooms have enough of the right kind of material to permit of their being operated efficiently and with a minimum of waste effort.

Yes, we have been preaching economy and efficiency and the cutting down of composing-room expense in an effort to contribute men and money to the needs of our Government, but we also feel compelled to say that the great need of nearly all composing-rooms is more type and material. And in doing this we are not reversing ourselves.

The great cause of high cost of composition has been the lack of proper equipment in the composing-room. The contributing cause has been the idea that type fashions must be followed by buying a large number of new faces. Printing can not maintain its standing either as an art or a business on any such basis.

The consequence has been that a plant will have several tons of assorted job-faces divided into many very small units, so small that one or two reasonably sized jobs exhaust their possibilities, which precludes any organized economy of use.

What is needed is sufficient of any class of material to supply all needs for that material during the time between the natural periods of distribution and clean-up.

This effects two classes of economy — economy of price in buying, because of the larger unit of purchase; economy of use by preventing the stoppage to recover needed sorts from the standing forms.

A compositor supplied with plenty of all needed material and type will produce twenty per cent more work than he can possibly turn out in the usual job-office of today, where it is a case of pick for almost every job.

The ability to keep on live work until the dull spell comes or the regular distribution period arrives enables the compositor to turn in one hundred per cent productive time during the working period, and also reduces the non-productive time to the minimum amount. Only the non-distribution plant can eliminate it altogether.

This really means no higher composing-room investment than now — possibly a lower one — and a greater percentage of productive time from the same number of employees without any additional effort on their part, and an increased output with less fatigue.

Composing-room material is short-lived at best, and the present system of picking and the possession of many small

fonts brings an additional amount of wear on a small portion of the type and reduces the total amount of wear per dollar that might be had from larger fonts, which naturally have fewer side sorts left in the cases in proportion.

Go over your plant, now, at the beginning of the year, and list all the type and material, taking particular note that many of the faces are seldom used, and that much of the material is worked to death. Then make a new selection of faces that are or will be used, the amount of each required to keep every one busy and prevent picking, and the amount of material to handle the work promptly; and get a price on the outfit. It will surprise you to find that the cost of a reasonable number of big fonts of the really useful faces will not be any more than the old-style confusing collection of junk that you have been housing in the mistaken idea that your one thousand fonts were something to boast about, when one hundred fonts would not only have answered your purpose as well but also have contributed to better efficiency.

The Importance of Detail.

Many users of a cost system are careless about detail in the keeping of the various reports and the filling out of the timetickets and the job-ticket. They think they are saving clerical work when they just jot down the customer's name and the fewest possible details about the job on the instruction sheet that goes to the workrooms. The facts are, they are increasing the cost of the job, for the workman will have to take time to listen to the foreman's explanation of the style and the size of type wanted, all of which should be written down and not left to memory or guess; then, the various workmen who handle the job will have to go to the foreman and ask questions regarding details; all of which adds to the cost, for the time must be paid for whether it appears on the time-ticket against that job or not.

Then, when it comes to collating the data which form the basis of a true cost system, these short-sighted printers try to bunch items and eliminate the things they think too trouble-some, with the result that the final figures are wrong, or at least uncertain, and they know it but are so doubtful that it weakens their backbone when a customer drives a hard bargain, and they surrender to their desire for business and are mulcted out of their legitimate profits.

Some even go so far as to say that having found their cost per hour has not varied for several months, and that it does not vary very much from the yearly average, they do not complete the figuring, but merely see that the total cost bears about the same relation to total sales and let it go at that. A number stop keeping records altogether because "they are always the same."

The great advantage of the cost system is that it does compel the keeping of detailed records and by the variation in these details shows the leaks and the places where improvement is possible. The comparison of detail from month to month gives the printer a better knowledge of his business than it is possible to get in any other way.

A cost system that does not give detail and enable you to find when an item has been charged to a wrong account is defective in operation. Detail is the life of cost-finding as it is the life of bookkeeping. Cost-keeping is the science of accounting for the cost of manufacture in the terms of such units as make it easy to find the value of individual jobs and estimate the value of proposed work. These units are usually productive hours in the various departments. Bookkeeping is the science of accounting for the business transactions of the house in such terms as bankers and business men generally make exchange — dollars and cents. The two can and should be made to work together, but neither can replace the other — you must have both, and you must have accurate detail in both to secure results that have any value.

THE NEED OF STANDARDIZATION OF COLOR TERMS—THE WORK OF A. H. MUNSELL.

NO. I.- BY E. C. ANDREWS.



OOPERATION in leadership and standardization of supplies made it possible for the Allies to win the World War in 1918. Standardization of all products, whether essential or non-essential, makes for a greater output at a lower cost and the old conditions will not return to any industry. The paper trades have recognized that certain restric-

tions, such as the minimum tonnage requirement for bastard sizes, are desirable. They have recommended that these restrictions remain in force and have made other suggestions for the standardization of their product to the War Industries Board.

It has been said that advertising won the war. If the statement is true it should be at least modified to read that "Standardized advertising won the war." An interesting example of standardized propaganda advertising was related by S. J. Duncan-Clark at a dinner at the Chicago Advertising Club on the Monday following the armistice celebration of November 11. He showed us a fuse cord which he said was originally three or four feet in length. Through this cord at regular intervals of five or six inches were run smaller cords with small brass bars at both ends. These fuse cords were attached to gas-filled balloons of about the size of the paper balloons we send up on the Fourth of July. The propaganda literature, weighing exactly four pounds, was attached to one of the small cords run through the fuse cord. The literature itself was standardized in size to that of a post-card and showed reproductions in half-tone of smiling German prisoners in England or reproductions of letters which these prisoners had written home. Sometimes maps were used - maps of an English advance of the day before, either on the front over which the literature was to be distributed, or some other part. These maps were prepared, photographed, printed and delivered at the front during the night. Every part of the process of reproduction was standardized. When the packets were ready to be sent over to the Huns the distance to the trench was calculated, the direction and velocity of the wind, which, as a rule, was toward the German trenches, was noted and the time it would take the balloon to reach a point above the German trenches was calculated. With these factors at their command, and knowing the rate at which the fuse burned, the officers were able to attach the packets to the right cord and to release the propaganda literature at the right moment, which the wind scattered along the enemy trenches. They were able to do this tremendously effective work because every operation was standardized and they were working with known factors.

If the printer is to apply a like degree of efficiency to colorprinting we must standardize colors as far as practicable, but at the very beginning we must standardize our color terms and be able to define colors so that customer or employee may comprehend what we are talking about. Without these standardized terms we are wasting our time in trying to define color sensations. Robert Louis Stevenson could not do it, even with the command he had of English. Let me quote his letter from Samoa to Sidney Colwin in London, which Mr. Munsell has used in the introduction to "A Color Notation."

Perhaps in the same way it might amuse you to send us any pattern of wall-paper that might strike you as cheap, pretty, and suitable for a room in a hot and extremely bright climate. It should be borne in mind that our climate can be extremely dark, too. Our sitting-room is to be in varnished wood. The room I have particularly in mind is a sort of bed and sitting room, pretty large, lit on three sides, and the color in favor of its proprietor at present is a topazy yellow. But then with what color to relieve it? For a little workroom of my own at the back I should rather like to see

some patterns of unglossy — well, I'll be hanged if I can describe this red. It's not Turkish, and it's not Roman, and it's not Indian; but it seems to partake of the last two, and yet it can't be either of them, because it ought to be able to go with vermilion. Ah, what a tangled web we weave! Anyway, with what brains you have left choose me and send me some — many — patterns of the exact shade.

Mr. Munsell adds: "Where could be found a more delightful cry for some rational way to describe color? He wants 'a topazy yellow' and a red that is not Turkish nor Roman nor Indian, but that 'seems to partake of the last two, and yet it can't be either of them.' As a cap to the climax comes his demand for 'patterns of the exact shade.' Thus one of the clearest and most forceful writers of English finds himself unable to describe the color he wants. And why? Simply because popular language does not clearly state a single one of the three qualities united in every color, and which must be known before one may even hope to convey his color conception to another."

A. H. Munsell, of Boston, the author of "A Color Notation" and the inventor of the Munsell Photometer, early showed exceptional talent for art while studying at the Massachusetts Normal Art School. Through the devotion and sacrifices of his widowed mother, he was able to attend the Ecole des Beaux-Arts at Paris. He spoke French so fluently that he was known as the little Frenchman. He was also known as the Prize Winner. On his return to America he took up portraitpainting and was well known in the art circles of New York. Perhaps his best-known portrait is that of Helen Keller. Just when he became impressed with the lack of definiteness and the incongruous nature of our color terms is perhaps known only to those who were with him at the time. It may have dated back to his early work as an art student. The writer has a letter from Mr. Munsell, dated February 3, 1911, in which he refers to a color chart in the January issue of THE INLAND PRINTER of that year and states: "I am following your articles with interest. The color chart in the January Inland Printer is almost a duplicate of one I made in 1899 when building up my color tree. The only difference is the numbering of steps of hue difference around the circumference." This date would indicate that Mr. Munsell had devoted himself almost exclusively to the perfecting of his color system for the last twenty years. He realized forcibly the need of a new color system and found that although the spectroscope enabled him to study the various hues in light and classify pigments roughly by comparison, there was no instrument on the market which would satisfactorily enable him to standardize and classify value relations. The various photometers dealt with direct light rather than reflected light. The result of his investigation led him to the construction of the Munsell Photometer which he patented in November, 1901. This photometer was explained in detail in THE INLAND PRINTER for January, 1911, in "Color and Its Application to Printing." The Massachusetts Institute of Technology, The Harvard Medical School, Columbia University, Clark University, The University of Washington, at Seattle, and other colleges have installed this photometer. Five years ago there were perhaps one dozen

Through his marriage Mr. Munsell was relieved of possible financial worry and thus was singularly fortunate in being able to devote the larger part of his time to the Munsell System of Color. His greatest enjoyment while on his yacht "Ahmed" was to work on color problems, and he told the writer in 1911, with considerable pride, that the returns from the system had paid for the yacht. It is to be regretted that he could not have lived to see the general adoption of his system, not only in art but in printing, paper, textile and other lines. His death in June, 1918, came as a shock to his many friends and associates, but before he died he had the pleasure of seeing his system adopted by the University of Chicago, Columbia University,

University of Minnesota, University of Iowa City and Ames College, besides being taught in the schools of Boston and New The Munsell system is now used by Ward & Gow, The Cheney Silk Company, and others. It is safe to say that twelve thousand students are being instructed in this system in New York alone, so that in a short time the printer will find that he will be expected to understand Munsell terminology. It is the purpose of these articles to try to present the Munsell system so that the printer will understand it and make it a simple and practical matter to apply it to his business. The late Prof. O. N. Rood, of Columbia University, New York, author of modern chromatics, had this to say of the Munsell system: "It is very successful. You have put an artistic idea into a scientific form. It now requires three descriptions - one from top to bottom for the adult mind; another, of the main points for youth; and third, in the simplest terms for children.

Mr. Munsell realized that the proper procedure of education in new color terms is to commence with the child. He devoted most of his life to the presentation of his color system to the child and to teachers of art in schools. In "Color and Its Application to Printing" I tried to present the system for the adult mind and for the special needs of the printing industry, but I believe that it was not presented in a simple enough manner and it will be my purpose in these articles to avoid technical comparisons and controversies over the naming of color qualities. The Munsell system has proved successful, and so successful that it is no longer necessary to prove that it can be applied practically to the printing industry. A testimonial by F. G. Cooper, a prominent New York artist, dated June 16, 1916, is, in part, as follows:

When the formula of my individual chemistry was evolved, color was left out. I have no intuitive sense of color or color combination. Previous to my taking up the Munsell system I never produced a passable color job except by accident, and as far as possible I left color strictly alone. The Munsell system has given me by tuition what I lacked in intuition, and now colorwork is a very regular and at least commercially successful part of my business.

A whole new phase of this bright world of ours has been brought within my comprehension and enjoyment, and I can unqualifiedly state that the Munsell system has proved the most useful and enjoyable piece of information that has ever come into my life.

I can not think color without it, and I don't believe any one can think color better without it than they can with it. Color without it is as loose and evasive as was the improvising harpist of antiquity.

Why, dog-gone it, all but an insignificant fraction of this world are groping around in its core of N, with occasional spots of color floating before their eyes. They blame it on their livers. What they need is a tonic for their (color) system Rx Munsell.

This story is told of Mr. Cooper: He was in California for his health and had made six car designs for the Maryland Telephone Company which were accepted. The color-schemes were according to the Munsell color system. Duplicate copies of the lettering, calling the colors, were sent to the Suffolk Engraving Company at New York, the printer and the inkman. Proofs were submitted and the job printed without the necessity of color proofs.

It is unfortunate that the addition of color examples in a magazine of this kind is out of the question on account of the cost, but if it were possible to show examples of the standards in colors, the variance in the impression and the amount carried would at the best produce a variable standard. Mr. Munsell realized this and with his own hand standardized in imperishable enamels the colors that he had determined were the necessary standards. Let me ask every reader who is really interested in the subject of color to procure, before the next issue, a set of the Munsell Standards in middle value. Favor Ruhl & Co., 425 South Wabash avenue, Chicago, will be glad to furnish these at 10 cents, postpaid, which is cost to them. These enamel balls are permanent and protected from dust. Like our standards in the Department of Weights and Measures in Washington, they have been made with the utmost care.

In the next issue I will define the three dimensions of color and discuss the first dimension, hue. Without these standards it will be impossible to form any conception of the exact color about which I am writing, as the Munsell blue is not the ultramarine which we are so often led to believe is the fundamental or primary.



STARTING EARLY. Roger W. Gilpin, Son of Ernest W. Gilpin, printer, Richford, Vermont.

HOW SOME TYPOGRAPHICAL ERRORS ARE PREVENTED.

BY ROBERT F. SALADÉ.

With every proof which is sent to a customer for reading, The Benjamin F. Emery Company, of Philadelphia, attaches a small printed slip, reading as follows:

The enclosed proof is sent for your approval. We will not print the job until the proof is returned, unless we receive your special orders to do so. Neither the paper nor the printing of the proof is a sample of the work as it will actually appear when your order is completed.

Alterations (other than typographical errors) will be charged extra. 1.— Read the proof carefully, especially for names, addresses and technical words, and mark all corrections legibly on the margins.

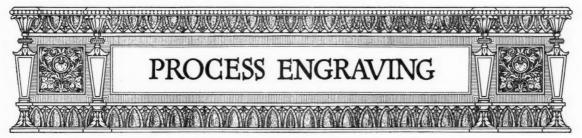
2.— Return the original copy with the proof, otherwise we can not hold ourselves responsible for typographical errors, except such as are marked on the returned proof.

3.— Mark "O. K.," or "O. K. with corrections," as the case may be, on the proof, signing your name so that we may know that the proof has reached the proper authority.

An observance of these few suggestions will prevent most of the typo-

graphical errors which sometimes occur in printing

All master printers should follow a system of this character, as many business men do not seem to understand the practical purposes of a proof-sheet.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

The New Year Outlook for Processwork.

Processwork, like everything else, will never be the same as it was before the present world upheaval. The cost of production will continue to be higher, the applications more select and the uses confined to necessities. The higher prices for paper will prevent the former lavish use of illustration, as well as printing, it is feared. Cheap engraving has gone the way of the colored comic supplement, and in its place comes higher quality engraving for which rotary photogravure will set the pace. The taste of the whole public has risen to demand better illustrating. It will be found that French art and architecture will influence our artists, leading to a greater refinement in everything pictorial, while the vulgar and barbaric in art, which was being inflicted on us by a subsidized propaganda, has been killed off. The first to sense public taste are advertisers and it is in illustrated advertisements that this change is now noticeable. It behooves every one connected with processwork to cultivate their art appreciation. If they have never practiced drawing or dabbled in color it is never too late to begin, and if they have had elementary training in drawing they should pursue it further. The tendency in processwork is for less product but higher quality, at better prices, so that the artizan engraver needs to train his eye and hand to greater skill in his art. The misfit workman who should have been a plumber or blacksmith will find himself out of a job and his place filled by the man with art training.

Offset Press Photo Prints.

"Photoengraver," Boston, writes: "We have a neighbor, a lithographer, who is thinking of putting in an offset press. He wants to know if we could not make in our engraving-plant an occasional reduction for him on his grained zinc so that he could pull transfers from it. We would like to accommodate him if it would not upset our present methods of working or necessitate new equipment of any kind. Our foreman asked me to write you about it."

Answer.— You can accommodate your offset friend without any additional equipment. If he wants half-tone prints you will make them with a 100, 120 or 133 line screen, never finer. The negatives should be overexposed to almost close up the high-light dots. When sensitizing the grained zinc, which he will furnish, you should be careful not to clean it with charcoal. All it requires is a slight etch while brushing in a very weak nitric acid bath. The regular albumen sensitizer for zinc is used with the addition of a little glue. The following will be found to develop easily when printed from a proper negative: White of egg, 1 ounce; water, 8 ounces; Le Page's glue, 1/4 ounce; ammonium bichromate, 20 grains. After flowing, whirl the plate. When the image is printed on the zinc by light it is best to roll up with an ink, half transfer and half printing-ink, as this gives a sharper image on development in water. After development and good washing, cover the developed print on the grained zinc with wet blotter and

deliver it to the lithographer wet, as he will rub it up with an asphaltum and gum solution or treat it with some "dope" that each lithographer takes pride in considering his own secret and which we engravers are supposed to know nothing about.

Surprints.

"Photoengraver," Montreal, writes: "To settle a dispute in our shop will you kindly answer in the next issue of THE INLAND PRINTER which is the best way to make a line-engraving with a half-tone background? I mean when you have to show lettering and half-tone together, as shown on sample enclosed. 'A' says that you must have two negatives, a line-negative of the type and then a half-tone negative, made from a sheet of white paper. The half-tone is printed on the copper and only half burned in, when the copper is coated again with enamel and printed under the line-negative, then the enamel is developed and burned in completely. 'B' holds that you make two negatives, one line and one half-tone, only you print them both on the same coating of enamel, while 'C' claims that only one negative is necessary — that the line and the half-tone negative are made on the same sensitive plate. Which method will not give a saw-tooth edge to the lettering caused by the half-tone dots interfering?'

Answer.— All three methods will give the "saw-tooth edge to the lettering." The method suggested by "C" is impractical; the one proposed by "A" is the most expensive one and presents difficulty in developing the half-tone free from scum, while "B's" method is the one commonly used. The "saw-tooth edge to the lettering" is due to making the half-tone negative so that the dots require long etching to reduce them fine enough. The print on the metal should be about as the final result is wanted, then a slight first bite should be given, and depth obtained after either rolling up or powdering four ways. This double printing on metal is called "surprinting."

Business Revival Signs.

A sign of the coming revival of processwork and its allied printing-trades is found in the inquiries reaching this department from those who want to go into business. From Durango, Colorado, the query is: "Where can I get particulars and information regarding gelatin printing?" A correspondent in Springfield, Massachusetts, wants to get books and cost of rotary photogravure, while one in Birmingham, Alabama, is looking for a plant for offset printing and books on the subject.

Answer.—None of these querists apparently ever considered where they are going to secure the workmen for these intricate photomechanical processes. They seem to think all that is required is capital or orders for work, and that with a few books and the supply men furnishing the plant they are on the way to big incomes. Processwork in the past has been strewn with business wrecks from that cause. Combinations of workmen with little capital have started at processwork and succeeded, but capital without the proper combination of

workmen has only ended in disaster. One company in New York started with the simplest of all photomechanical processes — photolithography — and trusted that three-quarters of a million dollars in gold would see them through, but they lost it all. When capitalists undertake most enterprises they begin with an architect, engineer or expert; in processwork they trust to "luck," and later have reason to curse that luck.

Pictures a Universal Language.

A distinguished Philadelphian was the author of the famous maxim: "Don't be a clam." The equally distinguished firm of Gatchel & Manning send an engraving of a "hypoblastic vesicle of protoplasm"; or, in other words, "an edible bivalve



A Picture That Requires No Title.

mollusk of the family Ostrea virginica," but which those not so scientifically educated as Philadelphians are would call just "an oyster." All the description in all the languages of the world would not give one as perfect an idea of it as this picture does, which proves the value of illustration above words and that pictures are a universal language, particularly when the engraving is a masterpiece as this one is.

Iron Chlorid Etching-Bath.

F. D., Columbus, Ohio, asks a question that is ever old and still ever new about the proper strength of the iron chlorid etching-bath.

Answer.— It has been replied to in many ways in these columns and it is a question on which there will always be much difference of opinion. If the etching-solution is used in a rocking etching-tub, then a fresh solution might be used at 35° B. After use it will, from the copper dissolved in it, test higher and will be found to work better when it reaches 38° B. Some of the old solution can be taken out each night and an equal amount of fresh solution at 35° B. added. In the etching-machines which throw the iron at the plate in a spray with paddles it has been found that the iron solution can be used for a month, with only a slight addition of fresh solution to keep it up to the right height so that the paddles reach to the proper depth. So much depends on the temperature. It has been shown by experiment that an iron chlorid solution at 60° F. that would etch a plate deep enough in thirty minutes would at 110° F. etch a similar plate the same depth in one-half the time.

THE GUILD PRINCIPLE IN PHOTOENGRAVING.

Under the heading "The Guild Reappears in Industry," John A. Fitch tells in *The Survey* for November 16, 1918, how the photoengravers' union of New York provided the scale of prices at which engravings are to be sold in that city. From that article the following paragraphs are taken:

"It was the shifting of the center of gravity of an industry that took place on November 1, when a new price-list for photoengraving went into effect in the city of New York. By announcing the new price-list to their customers the employers passed over to the photoengravers' union responsibility for the business at a vital point, for the price-list was not of their devising. It was drawn up by the union officers in the form of instruction to their employers.

"Some time ago the members of the union reached the conclusion that their employers were not good business men. Competition in its most destructive form reigned supreme. No uniformity in the selling price of the product existed. With few exceptions each manager of a shop tried to extend his business by undercutting his rivals. Their methods, as some of the employers will admit, were the reverse of sound business procedure, for, instead of finding their costs first and then trying to fix upon a price that would yield a reasonable profit, they fixed their prices first, at whatever point seemed necessary to get the business and tried to adjust their costs accordingly.

"The result was that the union had a hard time getting the wages of its members raised. When they presented their case to an employer he was able to prove that he could not afford a raise. So the photoengravers, who are craftsmen of high skill, had no wage increase for two years. The minimum rate on November 1 was \$30 a week, the same as that of unskilled workers at the Ford Motor Company, and \$5 a week less than the wage received by laborers in the steel mills.

"Last May the union took the matter up in earnest. A Committee on Conditions and Trade Abuses was appointed and began to investigate. A final determination was reached by October, when the price-list was sent to the employers with instructions to put it into effect on November 1. In the letter accompanying these instructions President E. J. Volz wrote: 'Enclosed herewith find minimum selling base for photoengravings as adopted by the members of this union for their protection, the disregard of which will result in our requesting the withdrawal of our members from your employ.' So here we have a complete overturning of the usual arrangement. Here is a union that does not make requests concerning working conditions; it issues directions with respect to the very nervecenter of business arrangements, the price at which goods are to be sold; and the employers do not make any retorts about running their own affairs - they comply with directions.

"No union could do what this union has done if it were not very strong. It must not be supposed that the employers are enthusiastic about it. They grumble but they fall in line, for the union controls the labor supply. There are between 1,400 and 1,500 photoengravers in New York, and all but about 75 belong to the union. Another factor enabling the union to exercise control is the character of the industry. The photoengraving industry comes very close to being a guild. The employees are craftsmen, working with hand tools, and the result of their work is a distinctive product made for an individual customer. The relations between the industry and the customer are, therefore, personal.

"In the meantime we have, at the very moment when talk of democracy in industry as well as in politics is at its height, a movement in the direction of industrial control by the workers that is without precedent short of the guild period that antedated the factory system. There is no reason why it should not go further in this industry or in others where similar conditions prevail."

SOME FORMULAS FOR BOOKBINDERS.

In Two Parts - Part I.

COMPILED BY E. R. MASON AND G. HOSTICK.



HE information contained in the following has been carefully compiled with a view to the betterment of the finishing trade. These recipes, formulas and hints are, for the most part, unknown to members of this profession. The exceptionally small number of finishers who possess knowledge of this sort have taken extreme care that their "trade secrets"

should not become public property. If a finisher discovered a new and better way of doing a certain part of the work he invariably kept the matter to himself. 'Tis sad, but true, that most finishers are loath to impart information to a brother workman, hence the apprentice has, indeed, a hard row to hoe, It is almost impossible for the beginner, or, for that matter, the ordinary finisher, to successfully overcome the many and varied difficulties encountered in the ordinary run of finishing, and more especially the higher grades of work. This work requires a vast and superior knowledge of the intricacies involved in order to accomplish satisfactory results. From our own experience we know that the average workman does not possess this knowledge, which constitutes the chief reason why the compilers have hereby caused the following to be published. All bookbinders and finishers are urged to carefully preserve every item; cut them out and paste in a scrap-book. The chances are that some day they will be glad that they did. This will be necessary, as future reference to washes, fillers, sizes, leathers, etc., will be made by number.

Leather Washes.

No. 1.— Vinegar. Pure cider vinegar may be used as a wash for any leather without harmful effects.

No. 2.—Lemon juice. Use in place of vinegar on leather of delicate shades.

No. 3.— Ammonia. Commercial aqua ammonia, diluted one hundred to two hundred per cent with water, makes an excellent wash for dark-colored roans, sheep and skivers. The darker the leather, the stronger the solution. However, this wash should not be used on moroccos, levants, or light shades of leather.

No. 4.— Muriatic acid.* Dilute with water to taste slightly sour. Use only on black leather.

slightly sour. Use only on black leather. No. 5.— Nitric acid.* Same as No. 4.

No. 6.— Glycerin and rose-water. To one teaspoonful each glycerin and rose-water add five teaspoonfuls water. This is not only a cleanser, but will keep the leather moist a considerable length of time, and also render it soft and pliable. Excellent on leather where a softening of the material is desired.

No. 7.— Oxalic acid.* Dissolve two tablespoonfuls oxalic acid in one quart water. This wash will prove very effective when used on dirty and greasy leather, but it should not be used on bindings when permanency is desired. Quite often the stamper experiences trouble when stamping black leather,

*Note.—In several of the formulas given here, muriatic, nitric and oxalic acids are recommended. These will be found especially in leather washes Nos. 4, 5 and 7, and in the black dye for red leather. In connection with these formulas it must be stated that, inasmuch as the acids referred to will, in time, prove injurious to leather, they should be used with great care. They are recommended principally for temporary bindings or bindings that are not expected to last for more than ten years. On permanent bindings—that is, bindings that are expected to last for a greater number of years—these acids should not be used. Leather wash No. 7, however, is used to a large extent by law-book finishers for cleaning law lamb and sheep. Washes Nos. 4 and 5 should be used only in extreme cases, where the leather is very greasy and dirty and contains foreign matter of any sort. The essential oils—such as oil of wintergreen, cloves, sassafras, peppermint and lemon—mentioned in the various formulas are used merely as preservatives and deodorizers, but are not absolutely necessary as they do not affect the working qualities.

especially black ooze sheep. The die rapidly fills up with a gummy substance, which necessitates the removal of die from stamping-press for cleaning. Should this trouble occur, wash the leather thoroughly with above solution. Dissolved in wood-alcohol, oxalic acid is an excellent wash for cleaning the backs of electros and brass dies just before mounting. The die-block should also be cleansed with it. Strong fish-glue, diluted with vinegar, makes a superior preparation for mounting the die on the block.

One tablespoonful of wash No. 7 mixed with two gills water and one tablespoonful prepared paste, used as a wash and filler combined, fills the pores of the leather, giving it a calf effect, or finish. If this is desired the leather should not be burnished. No better combination than this could be desired for blank books and loose-leaf devices.

Fillers.

Certain leathers require certain fillers; therefore, to avoid confusion, it has been deemed expedient to divide the leathers into different classes. Future reference will be made by class number.

Class r.—Comprises genuine russia, American russia and cowhide; buffings in blank-book finish, calf finish and water grained; English and American calf; roans and skivers in paste, water and straight grains, calf finish law, and blank sheep; pass-book skivers, title skivers and bat wings.

Class 2.— Comprises American russia, or cowhide, buffings, calf, roans and skivers in real levant and morocco grains.

Class 3.— Comprises genuine levant of French, English and American tannage in plain colors; marbled Turkish and cross-grained morocco in plain colors; marbled Persian india sheep in levant, seal and morocco grains; vienna grain in plain colors and marbled bock morocco.

Formulas for Fillers.

No. 1.—Alum paste. Into two gills of water put two tablespoonfuls prepared paste and ten drops of glycerin. Add a little pulverized alum, a teaspoonful will do. This filler is much more satisfactory if boiled for a few minutes. However, it is not absolutely necessary, but if boiled, add the glycerin just before the solution comes to a boil.

For leathers of Class 1, reduce with water to consistency of syrup. For Classes 2 and 3 it should be reduced to the consistency of rich cream.

No. 2.— Vinegar paste. Use paste No. 1, reducing with vinegar instead of water. Otherwise follow directions as given in No. 1.

No. 3.— Starch paste. Prepare by boiling rice-starch reduced with water as in No. 1. On sprinkled work, especially where iron is used in sprinkling, avoid using sour paste. It is better to prepare enough for the day's work only.

No. 4.— Vinegar starch paste. Either elastic, lump or rice starch may be used. Put a heaping teaspoonful of starch in a quart bowl and add enough vinegar to form a thin paste. Into an agate-ware vessel put one pint of vinegar and bring to a boil. Pour at once into the mixture in the bowl, stirring briskly to prevent formation of lumps. Never boil in a metal container. Iron and vinegar combined will darken the leather. Keep in a glass jar and, before using, stir with a bone folder or clean stick. Use on dark and medium shades of leather of all classes.

No. 5.—Isinglass. A certain brand of Russian fish-glue. Prepare as follows: Fill a half-pint cup with the isinglass, packed moderately solid. Pour into quart container and add one teaspoonful cream of tartar. Into this pour about three gills of boiling water, then add one gill of grain-alcohol. Stir and strain through a piece of unbleached toweling. A pinch of salicylic acid or a few drops of formaldehyde may be added just before the boiling water is poured in. Use while warm on moderately coarse grain leather and cloth.

No. 6.— Le Page's fish-glue. Dilute one part fish-glue with two parts warm water, adding a few drops of glycerin. Use on coarse leather, canvas and cloth.

Glair and Sizes.

No. 1.- White of egg glair. To the white of an egg add pure cider vinegar equal in bulk to one-sixth of the white of egg, or, in other words, mix one part vinegar with every six parts egg. To each part vinegar add six drops oil of wintergreen, six drops oil of sassafras and six drops syrup of squills. Beat the mixture well and let stand twelve hours. Remove surface crust and pour off slowly, taking care not to disturb the useless sediment at the bottom. Bottle tightly and keep in a dark, cool place. Mix in earthen bowl, never tin or other metal. Care should be taken when adding the oils. If too much is put in, the glair soon thickens and will turn white, and is useless in this case. Neither should glair be poured back into the bottle when once taken out for use. Dilute with from twenty-five to one hundred per cent water for stamping leather, the more porous leather requiring a stronger solution. For stamping cloth, one hundred to three hundred per cent water may be added according to the material.

No. 2.— Egg albumen glair. Put one-fourth pint egg albumen in a quart china bowl. Add one teaspoonful acetate of soda, one tablespoonful fresh milk and one and one-half pints cold water. Let stand about five hours. Carefully remove the scum, stir and let stand ten or twelve hours longer. Pour off into another bowl, taking care not to disturb the use-less sediment. Strain through cloth if necessary. Add one-half teaspoonful oil of wintergreen and one-half teaspoonful oil of sassafras. Beat the mixture well. For stamping, dilute with water same as No. 1. If this mixture is kept sealed in a glass jar it will keep indefinitely. A good way to economize on egg albumen.

No. 3.—Bleached refined shellac size. Into a four-quart vessel put eight ounces bleached shellac, two ounces ammonia carbonate, commonly known as smelling-salts, and two teaspoonfuls oil of spike. Mix it well and add gradually one quart boiling water, stirring briskly. Place the vessel over heat and let contents simmer until every particle of shellac has been dissolved, then add one quart of boiling water as before, stir and strain. Keep the mixture bottled in air-tight container, both as a preservative and to prevent thickening.

This is an excellent size for all leathers of Class 1 where a gloss is not objectionable, but should not be used over acid or vinegar wash, as it will coagulate at once. However, should this occur, quickly remove the size with a sponge saturated in a weak solution of ammonia and water. Also avoid sizing the same spot twice, as streaks are likely to occur. One coat of this size is ample for all work. Care should be taken in heating the tools, as this size requires very little heat. Wash books with wash No. 2, apply fillers Nos. 1 or 3 and give one coat of size. Although hardly suitable for moroccos and levants, this size may be used on these leathers. In this instance, wash the leather with No. 6 wash. If leather is to be left grained (not polished) add one to three parts water to six parts size. For stamping cloth or paper with either gold or white or yellow metal, the size may be used full strength for cloth, and diluted one hundred to one thousand per cent water for paper. The weaker solution will be found suitable for dull-finished paper stamped in gold and where a glossy finish is desired.

No. 4.— Orange shellac size. To sixteen ounces orange shellac add four ounces powdered borax and two quarts of water. Let simmer in a double boiler until shellac is thoroughly dissolved. Remove scum on surface, strain and bottle. Use same as No. 3.

No. 5.—Egg albumen glair and bleached refined shellac size. By mixing the two solutions in correct proportions a superior size results. For best results on moroccos and levants

mix as follows: Ten parts egg albumen glair to six parts bleached refined shellac size. The glair should be slowly poured into the shellac size, meanwhile stirring the latter briskly. For leather of Class 3 add seven parts water to one part egg albumen glair only. Two teaspoonfuls fresh milk should be added to each part glair. Let settle, skim and pour off as explained in No. 2. This combination may be used in all cases where glair can be employed. Should be used in connection with wash No. 2 and all the fillers excepting Nos. 2 and 4. It is not advisable to prepare this solution in large quantities as it soon spoils.

No. 6.— Liquid fish-glue size. Into a two or three quart crock put one pound of dry fish-glue, two teaspoonfuls each salicylic acid, oil of wintergreen and carbolic acid, and three and one-half pints hot water. Let dissolve and strain after diluting. For metal stamping dilute with two hundred to four hundred per cent water, according to material to be stamped. Leather requires a much stronger solution than cloth. Vinegar may be used in diluting in place of water. Filling in may be prevented to a great extent by the addition of a little ammonia. This preparation makes a much cleaner size than most of the varieties of liquid fish-glue obtainable at drug stores; and, besides, you have a preparation which is always uniform. If kept in a dark, cool place this solution will keep indefinitely.

This latter size (No. 6) is seldom used on leather, but more often on cloth. A very thin coat should be applied on cloth. This size will prove useful where others fail, and should be used accordingly. In stubborn cases, if the die will permit, blind-stamp the article and then paint in the size with a camel's-hair brush. Wherever possible, size only that portion which is to be stamped. As this size is susceptible to heat, the article sized with it is apt to become sticky during warm weather or if placed too close to heat, therefore care should be taken to see that but a thin coat is given.

Silk Stamping.

The stamping of silk is generally fraught with difficulties to the average workman. However, by carefully adhering to the following rules, little trouble, if any, will be experienced.

Wet process, A.— Into a quart china bowl (size of bowl is immaterial so it is large enough to admit the use of an eggbeater) put five teaspoonfuls white of egg, three teaspoonfuls water, fifteen drops grain-alcohol and twenty-five drops oil of lemon. Beat thoroughly with an egg-beater. Let stand over night, remove scum, and strain through a coarse cloth. Apply with a soft sponge as follows:

Size about five pieces of the silk just sufficient to impart an even color. Lay on metal (a laying-on medium is not required) and give a light impression, the die resting just a second on the silk and just hot enough to sizzle. Clean off the surplus metal with a soft sponge moistened with clean water.

Wet process, B.—For stamping with gold. Add about eight teaspoonfuls water instead of three when preparing the size, as gold takes a weaker solution than metals. Otherwise follow directions as in Process A.

After the stamping and cleaning has been done, and just before the silk is entirely dry, draw the material through the fingers a few times. This operation adds greatly to the beauty of the finished product and tends to restore the silk to its natural appearance. If the silk is heavy and of good quality this process will be found to be entirely satisfactory.

Dry process.— Size with same solution as explained in Process A. Allow silk to dry thoroughly. If aluminum is used, lay it on loosely and, after stamping, remove surplus with a tooth-brush, taking care to avoid rubbing the metal into the silk. For yellow metal or gold, lay on in the usual way, stamp and remove surplus with either rubber, flannel or cotton. This process requires a hot press with slow but firm impression.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

How Is Illuminated Printing Done?

An Idaho correspondent writes: "How is illuminated printing done? I have read that zinc salts applied as a bronze would do it, but it does not." Can any of our readers help solve the problem presented by our correspondent?

Friction or Surgeons' Tape Prevents Wear on Angle Rollers.

A Wisconsin pressman sends the suggestion that if ordinary friction tape is wrapped around the composition of an angle roller where it is struck by the ink-plate it will prevent wearing. Where colored inks are used, surgeons' tape is better than the other grade as it has no gummy matter to degrade the tone of the inks.

To Relieve the Effect of Sticky Rollers.

At this season of the year when rainy and damp weather prevails, rollers sometimes fail to take ink readily. A pressman recommends the use of a weak solution of formalin to remove the moisture from the surface of the rollers. No doubt formalin will effect a partial cure for the trouble, but it will harm the rollers if used persistently. The effect is somewhat similar to the use of alum water solution. The old-time method of dusting the rollers with powdered magnesia, or rolling them on a dusty floor, will do less harm when they are sticky in damp weather.

Printing Vignette Half-Tone Plates.

An Indiana publisher writes: "Have you a book, or articles in old issues of your magazine, treating of make-ready and presswork in general on half-tones with vignetted edges? Our foreman and pressman are perfectly familiar with work on the regulation high-class half-tone, but are experiencing some difficulty with the half-tones with vignetted edges which we are using in catalogue work, and we are under the impression that you can give us information on this subject."

Answer. - Articles on the subject of vignette make-ready have appeared in this department at various times. The principal variation in vignette make-ready from the ordinary half-tone work is as follows: Reduce the height of the block about one point. Where no apparatus is available for shaving down the block it may be sandpapered sufficiently for the purpose. This should be done by removing the plate from the mount, and this can be done by giving the block several sharp blows on an imposing-stone to loosen the brads, which may afterwards be removed with a pair of pliers. The rubbing down of the top of the block gives a relatively high center and low edges, and in this operation the block should be changed about so that the rubbing is done four ways. This gives a fairly uniform cutting of the block. Paste an impression of the solid and middle-tone portions of the subject, which may be on thin book-paper, to the back of the plate in register with the design before replacing it on the block. When the makeready has been started it will be observed that the impression of the vignette plates are faint as compared with the squarefinished half-tones. This is as it should be, and the subsequent

work of building up the overlay so that the various tones will print legibly is not especially difficult. Usually the impressions that have been pulled and cut out are assembled in advance, and this overlay is attached to the tympan or the mark-out sheet. An overlay made by any of the mechanical methods gives a delicately shaded edge where the high-light dots fade away without any abrupt line being visible. The pressman who is familiar with ordinary half-tone make-ready can readily adapt his knowledge to cover vignette make-ready. If an impression of a vignette plate is sent us we will mark it to indicate the manner of make-ready.

Want Bronze Retained More Firmly to Paper.

A Southern printer submits a box-label printed in bronze. It appears that the only trouble experienced is that the ink can be scraped from the smooth surface of the stock. The letter reads: "Is it possible to print gold bronze on blue glazed stock like the enclosed sample so that it will dry by absorption instead of by oxidation? On this sample the bronze can not be rubbed off, but it is very easily scratched off with the fingernail. I desire to get a result that will be hard to scratch off. Do you know of any way that this paper can be handled so I can get the results I am after?"

Answer.— The gold-size that is used may be made more retentive for the bronze by the addition of a small amount of dammar varnish. The opinion of an ink expert was asked and he advised that about two ounces of dammar varnish be added to the pound of good gold-size for this grade of glazed stock. When the size was thoroughly set the effect would be to hold the gold more firmly to the paper. It may be necessary, however, to alter the proportions of varnish and size, as our suggestion is only approximate, possibly considerably less of the varnish will give the proper results.

Changing the Impression Screws on a Platen-Press.

A correspondent in Cameroun, West Africa, writes: "In the July number of The Inland Printer, which arrived only recently, I was greatly interested to note your reply to the California printer in which you state it is not necessary to change the impression screws, and while I would like to agree with you I wish to know how I can. Here we print everything from an envelope corner-card to a form 10 by 15 inches on a 10 by 15 Gordon. You would probably object to such a large form, but the amount of work to be accomplished on the one press forces such action. A form full of solid type, unleaded, takes some pressure. But some of my forms are corner-cards, and these can be printed after a 10 by 15 form by using a few sheets under the tympan, generally the tympan and one sheet; but where I experience difficulty is when I have a form that has a few lines near the bottom of the platen and a few near the top. If I do not change the screws, how will I do it? Changing screws is bad business, and even though I have the original set' marked, it never seems to return exactly. I would like very much to know your formula or method of procedure for running work without changing the screws. I am not even a feeder, let alone a pressman, so I need help. Please let me hear from you."

Answer.— If you do find it necessary to alter the impression screws, it should not be a difficult matter to readjust the platen. Lock a large metal type in each corner of the chase. Place about six sheets of tympan and one hard packing sheet on the platen. Pull an impression and adjust the screws so the four letters print with equal legibility and pressure. If a heavy form is placed on the press later and the one sheet of hard packing is insufficient, the addition of another sheet may be necessary, with perhaps a slight increase of screw pressure. When a very light form is put on the press it will be necessary to withdraw the hard sheets and most of the light ones from the tympan in order to secure a sharp print. Aim to keep the screws set so as to give a uniform impression as indicated, and keep the lock-nuts tight. The foregoing, as a rule, covers all cases.

"The Weekly Times Annual."

We have come to look forward each year to receiving the annual holiday number issued by *The Weekly Times*, of Melbourne, Australia, the copy of which, for 1918, has just come to hand. The cover is attractively decorated, being printed from process-plates, and on the inside pages there are a large number of well-printed color-plates, all of which show the skill and keen judgment of the pressman. The letterpress and the half-tones in black and tints are exceptionally well printed. The presswork was executed under the direct supervision of J. V. Price, who, during the past few years, has contributed a number of excellent specimens of presswork to this department.

Printing Imitation Multigraph Letters.

An inquiry from a printer in Washington reads: "Please give details of printing imitation multigraph letters, or let me know of any book on the subject."

Answer.— Lock up the form in the usual manner. Prepare a hard tympan of manila and place the sheet of hard packing just under the second sheet below the top sheet. Make the form ready, and when it is ready to run attach a piece of china silk to the grippers, stretching it tight so the type will print through it. The best way is to make a hem an inch wide in both ends of the silk, then slip it over the grippers and move them out to tighten. If you are going to print on a cylinder press, lock the form with the silk drawn tightly over the type and the effect will be quite the same. No books on the subject have come to our attention.

HAND-FEEDING A SUPERSPEED JOB-PRESS.

BY EDWARD A. SEAGERS.

Eternal production is the price of profit from a high-speed job-press. If your press has an automatic feed, good and well; but if it is a hand-fed "superspeeder" - good night! I found that out through experience. Our "semiautomatic," hand fed, has a normal speed ranging from 2,750 to 3,000 impressions an hour, yet the best output we were able to get was 2,200 printed sheets an hour in spurts of an hour or an hour and one-half. A day's production would average 1,800 per hour for actual running time. The productive hours for a week would figure out at 1,500 per hour. I investigated. The press was all right. It was the human element — the feeder — that failed. The spirit was willing, but the flesh was weak. Then I made an experiment. I "broke in" another feeder and drew up a plan of team-work for the two operators to follow in handling the press. Each feeder was to have charge for a half-day only. If it was A's turn to run the press during the forenoon of Monday, B worked on the slower presses during the morning and took charge of the "semiautomatic" at one o'clock, while A transferred over to the Gordons. The plan worked. It

provided a fresh feeder every half-day, thus avoiding that nerve-killing stunt, the monotony of constantly working at high speed, and did it without losing the time of the "off" man. It created a friendly spirit of rivalry, for if A made a particularly good run in the morning, B saw to it that the average did not drop in the afternoon. And, finally, it raised the average output to 2,000 copies an hour, actual running time, without the penalty of having a nerve-racked feeder at the end of the week.

TAKING CARE OF PRINTING-PRESSES.

BY LOUIS A. SCHMIDT,

Mechanical Engineer with R. Hoe & Co., New York.

Many printing-establishments have their own machinists to look after the machines and to do the required repair work. The repairs needed will to a great extent depend on the efficiency of the machinist, which may be illustrated by the following: In a certain pressroom a machinist was employed to look after the presses. He was a high-priced man, but, being capable and industrious, he kept the presses in first-class order. Breakdowns seldom occurred, and the repair account was therefore very small.

The business manager, looking over the small account for repairs, considered the high-priced machinist rather an extravagance, the more so as he very seldom observed the machinist working very hard. All he saw him do was hammering at keys, tightening up nuts and bolts, and apparently examining parts of the machines. The manager thought this to be more or less of a bluff, and communicated with the proprietor about the high-priced machinist and his doings. The outcome was that the machinist was discharged and a cheaper man engaged instead.

Things went along smoothly for a few weeks. The cost of repairs was no higher than before, but gradually the account for repairs started to go up and at the end of several months the cost of repairs and breakdowns was alarming, to say nothing of the delay in running the presses.

A good machinist will see, first of all, that all parts of the machines are properly oiled, not only the bearings but also the gearings. The oil used for lubricating should be of the very best quality, for, although it may be more expensive, it will be the cheapest in the end. Proper oiling prevents hot bearings, which in an good many cases are the cause of breakdowns.

A good machinist will test all the keys, bolts and nuts at certain intervals so that there is no chance for them to get loose and drop out, and thereby cause a serious breakdown. If he finds that a certain key or bolt is often loose, he should investigate. Maybe the key is not accurately fitted. The thread of the bolt or nut may be worn, or the bolt may be too short, in which case they should be replaced.

The machinist should examine the gears, cams, rollers, studs, etc., and, if showing too much wear, they should be replaced before they break or cause considerable more expense.

If certain gears or, in fact, any parts of the machine wear too fast, or disproportionately, the cause should be ascertained; if the gear is an idler, perhaps the stud is loose or bent, or the bearing is not of the proper material.

A first-class machinist will, of course, do all this; the cheap or inexperienced man, however, does nothing of the kind. He simply waits until the machine breaks and then repairs it.

It may look to a man who is not a mechanic as if the machinist were loafing when he observes him going around hammering at a key or tightening up a nut or bolt, but one knock of the hammer at the right time may save his employers a lot of money. There is no question that a good many breakdowns will be avoided by the machinist keeping the presses in perfect trim, but, in spite of this, some may occur which are caused by unforeseen accidents.

PATRIOTIC ADVERTISEMENTS

J. M. BUNDSCHO INCORPORATED CHICAGO





YOU who have not wept for one whose life is dear, walk forth with me this day. There from a window in the sun, gleams a golden star in a field of white, a star sewn there in mourning love to mark a new-dug grave in Picardy. See, through the streets there walks a woman white of hair; her aged arm supports a drab-clad boy, yet in his teens, as with falt'ring step he gropes his sightless way. At an office desk a man, not different from yourself, sits with bowed head and harshly sobs over the day's newspaper where his prescient finger found his son there listed with the "missing." ¶ You who have not wept for one whose life is dear, give utmost thanks that yours have yet been spared to serve the common cause of right. Give utmost thanks that though you may not walk their fields of death and face the peril you fain would share, that of your bloodless treasure you may make an ally that will speed their cause and yours. The day's duty is that you buy your country's bonds; that you buy them to the fullest measure of your ability as one who would fulfill his part. So, buy these bonds today.

FOURTH LIBERTY LOAN
U. S. GOVERNMENT BONDS



The Enemy Is Watching

THE supreme moments of our strongle with Germany have a now come. We have carried our first armies across thes thousand miles of ceins and pioned the issue of buttle with the mile than yourself as a safe on the best for the years persuing in plans and in we are as also for in present teampt to dominate the world. We have had no post forth an immense effort and openies the world. We then the top post forth an immense effort and speed a highloss sum in order to make, in so short a time, an adequate bugginning for our pigunic task.

But it is only our beginning. We must follow it with greater therefore it will measure the monitories. Man, amountoing this and supplies must go to Europe in a larger and larger around the must reduce our blows and and constrainty to the surrangly of these blows, if our initial effort is not to be wasted.

Our Government Louis should go "fower the top" is eagerly as our solders do, in order to carry with them the terror of furious enteck. Our dollars must rain upon the caseny as overwhalmingly as our haif of bulles or our sorm of shells. The enemy is watching anxiously for the first sign that we are faltering

We are fighting for the liberty of the world, for the triumph of our faciliat of democracy and sill generates over the last great advocate of force uphodding injustice. We are boying with our Liberty Leans the security and juy of our people for generations to come. No price could be too high to pay for such a victory—no cost too great for such a particles.



MIBERTY LOAN U.S. Government Bonds

LIBERTY LOAN
U. S. Government Bonds



ONE WAR SAVINGS STAMP WILL DO IT

Employers-Get Your People on the Pershing Honor Roll



The boys have gone over the top, and nothing can stop them. Golden spaces have been written in world history. America has truly taken her rightle place as Champion of Humanity.

And, think of it—one War Sevings Stamp So, today, now, get a Pershing Honor will equip him with a hundred bullen. Roll we thing in your anablishment. Then one War Savings Stamp is hundred flows eet that some responsible party is given for the control of the savings of the sav But cheering alone won't win battles for the man who is doing the fighting He wants bullets. His fighting idea is to stop the Hun with a gun. So, bullets

Bullets will win the war. War Savings Sampswill furnish the bullets, Four dellars and nineten cents buys one War Saving Samp during August. Par value, over there, £5—good for one hundred bullets Over There. And one War Savings Samp makes the optubates Pething Patrice, whether man, woman, boy or girl. One War Savings Samp entitles the purchaser to sign the a great Perthing Honor Roll which goes firm to President Wilson and then on the president wilson and the on the president wilson and the on the president wilson and the one wilson wilson and the president wilson and the presi

Pershing know that you and the e in your concern are with him. Get a not your concern are with him. Get a cone in the place to sign the Roll and if you come a Pershing Patriot. One War gr Stamp per person does it—the more

And, in years to come, every signer can y: "My name was on the Pershing Honor oll. I was a Pershing Patriot."

Send him the bullers via the War Samp route, so that when Perahing sees the names on the great Honor Roll, he will say: "Well done, my Parrior." See that your full quota of name is on this great modern Declaration of independence. To app the Hun with the Stamps are splendid invest-forget that. The other big divi-each Stamp pays are Love, Lib-ity, Democracy, World-Safety. g is looking to America-to you.

EVERYONE IN THE PLACE CAN BE A Pershing Patriot

The Roll Gose to Washington and France.
Every Signer Gets a Perahing Honor Badge.
Let Perahing Know That All Are With Him.

War Savings Committee for Illinois, 403 Conway Building

Prefer Bonds to Taxes Plus-Patriots



WHEN you get right down to facts, here is what this Pourth Liberty Loan means: if the Government does not get its needed \$6,000,000,000 from this loan there will be only one way left to pay the expenses of this war.

That will be through taxes! It will have to come out of everyone's income-small or large. You know what taxes mean. Your money never comes back. It's just the opposite On the other hand—Fourth Liberty Loan Bonds are the best, the safest, the soundest investment in the world. It is plain good business to buy them, far better business from making an investment.

Which will you choose? Bonds or taxes? than paying out your money in taxes.

The Best Decoration This Side of France Subscriber

Get Your Plus Badge Today!

The Plus Subscription Campaign gives every patriot an opportunity to choose between paying taxes later, or buying more bonds now.

The city is lagging. Everyone's support is needed. Many have bought, but have not bought enough. Many have delayed buying; they must buy at once. Chicago's big share has not nearly been subscribed

Go to your bank today and arrange to make a plus subscription on the installment plan. This will be the surest way to protect yourself against heavier taxes in the future.

Plus Patriots Buy More-4th Liberty Loan Bonds



It is the fourth round in the world's final bout with Autocracy. It is far more than that!

It is the fourts round in a hard finish fight to drive the Kaiser out of the civilized world.

Of course, you bought bonds in the last three loans—and bought generously. Every-body did—twenty odd million of us. Of course, those three loans were over-subscribed.

That's how we got the decision in the first three rounds!

Don't think of this Fourth Liberty Loan as noiditer over there would dare ask—and much last age—an indefinite lufuelguh ider in metaly andere Government bond issue.

In the control of th

Maybe this fourth round will bring the knock-out. We'll all be glad if it does. Maybe it will take five or six or ter rounds to get the decision we want. But however long it takes, you will want to be in the fight up to the last advance that will bring the great victory.

Dig deep! Make an arsenal of your bank account. Don't be backed against the ropes.

But we're nog through yet; each hous as or to you will you enably feel it. And then, see comes along a none important than the last. "You'll begin to have a lints ensembling of The fight int' enon. And, surely, you what the fallow feel to hope as long energy and event to polysing one any once than any maybe his life—to help win the was.

IN LIBERTY LOAN U.S. Government Bonds

The war is not over. And you, here at home, must remain on a war basis until the very end.

Don't give up your part of the fight until the Yanks are in Berlin and the Kaiser has been tobogganed out of the classers case conserves childsed world. This is no time to think or talk peace.
There is only one way to real victory:
that is through buying Liberty Bonds
more generously than you ever
dreamed of buying before.

Th LIBERTY LOAN
U.S. Government Bonds

German Peace Talk ls Poison Gas

WHAT you see in this picture. Your boys over there are not packle statushy improach to one of our up to come home.

The war's not over the statush our pictures. The war's not over. And you, he chose pust the cloth of our finded in a brone, mark in the sery to see the day.

He was not been day.

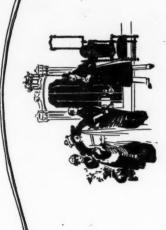
Look at this example of the Hunti-ton and the Look at the search of the Runti-for the Adden beneficial of the Part to Adden beneficial of the Day is emided by the German pass all, you are besting. Germany is not withpost of The passe sulk that comes from her pratting astersors is only another form of poison gas intended



Here is my all-take it. I give it gladly, even gratefully, to buy my country's bonds. Would God I might do more!

What is that you say—that he has won the Medal of Honor? It makes me proud to know that. Why only yesterday it seems, not longer, we sent him from us with our prayers. There from the curb we warched him swinging down the street behind his regimenal hand, a song upon his lips, his shoulders back, his head held high. It was not from lasted opined I did not circent that day, but his mother's fingers rightening so on mine and her hot tears falling on my hand had left me mute. * You say he will be returning now to us? God grant it may be soon. We cannot spare him long. He is our son—our only son. Yes, I am proud to learn he has been honored thus; proud that agencial has pinned that emblem on his breast. I can see him now, plunging back to safety, a wounded comrade in his arms. His mother, too—she will be glad to know. No—I have not told her—yet. Tomorrow, perhaps. Her fee will light with joy at the news he's coming home. But how—how can I tell her he is blind!

Buy Fourth Liberty Loan U. S. Government Bonds



Buy Liberty Bonds instead-

Has the war led you to draw a sharper line between the necessities of life and the lunuries? Have you revised your mode of living in any definite way that has enabled you to make a more generous investment in the Cause of Libersy? Suppose you look into the mirror today and interview younedf about some of those personal extravagances of yours. What does your conscience say?

Don't you feel you'd be doing the bigger thing—the more patriotic thing—if you bought Liberty Bonds instead?

It init easy to deny yourself the luxuries that mean so much. But it init easy, either, to sacrifice the way our boys are sarrificing over on the battlefields of France.

Think of the Fourth Liberty Loan in that way for a moment

You who believe in the great cause our boys are fighting for — right now is your greatest opportunity to cast your votes to end this ugly war, and end it in the right way. Every bond you buy represents a ballot that will help bring an honorable peace, Every bond you buy will help save lives, will bring more of your boys victoriously home. Inn't the whole cause so big and grand that it is uvery a real acrifice here at home? Doean't your conscience tell you to forego those personal luxuries in order to buy bonds instead—and buy bonds so generously that you will oblique yourself for some time to come in paying for them?

This is a case where it is patriotism to borrow and buy!

Buy 4th Liberty Loan U.S.Government Bonds

LIBERTY LOAN CONDUITIES Paleral Reserve District No. 1



"For a century I lay there half-buried in the filthy muck of the crater—proying that Death might find me. In the grip of the hunger-madness I had forgotten the pain in my leg, squashed to a pulp beneath the gun-carriage. God, how I envised those droning, blue flies that glutted themselves on that buller-iddied thing sprawled beside me. Once, with my bare hands I wrenched a bit of root from the much and gnawed at it like a starving beast. It brought no relief—only a nameless craving for more—more! Then merciful blankness.

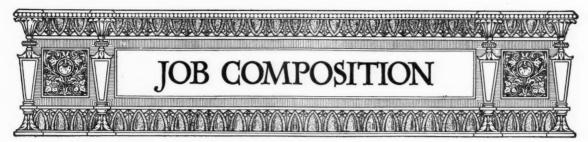
When I awoke, nurse there was feeding me broth-man a spoan!"

That's Real Hunger— Have You Ever Known It?

The fields of France are now plowed by tank and cannon. They are sown with unfertile bullets. Our precious stores must feed our soldiers and our allies.

American Men and Women SAVE FOOD!

UNITED STATES FOOD ADMINISTRATION



BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

A Contest.

T. L. Turner, progressive manager of the Belzoni (Miss.) Banner, is desirous of securing the best possible design for his letter-head. Realizing that leading typographers are readers of this department of The Inland Printer, he has asked us to announce for him a competition on the composition of his letter-head design. Since the purpose of this department is to stimulate interest in and to promote good typography, it is appropriate that Mr. Turner's offer should be made in these columns. It is possible, too, that Mr. Turner's offer will stimulate others to make offers of a similar nature.

Mr. Turner will give five dollars (\$5) to the compositor who submits to him the best design for his letter-head, and a year's

The designs are to be printed in two colors, each contestant to make his own choice. Ornamentation of an appropriate nature may be employed. Two press-proofs to be mailed to Mr. Turner, Belzoni, Mississippi, and two proofs to Editor, Job Composition Department, 632 Sherman street, Chicago, Illinois, not later than February 1.

Standardization for Repetition.

The movement toward standardization of catalogue sizes for convenience in filing, etc., and the regulations of the Government limiting the sizes of paper manufactured as a means of economy and conservation have stimulated much thought on the part of advertisers and printers. Out of the difficul-

St. Augustine Evening Record MEMBER OF N. E. A. ASSOCIATED AND OTHER PRESS SIX DAYS A WEEK SAINT AUGUSTINE, FLORIDA SIX DOLLARS A YEAR ST. AUGUSTINE THE RECORD CO. OUR ADVERTISING HOME OF THE OUR CIRCULATION THE NEWSPAPER THE EAST COAST IS THE OLDEST OF ST. AUGUSTINE SOUTH'S FINEST RATES FURNISHED THAT GOES INTO BOOKS ARE OPEN IS THE GARDEN PEOPLE'S HOMES CITY IN AMERICA PRINTED THIS JOB **UPON APPLICATION** PRINTING PLANT TO THE PUBLIC SPOT OF AMERICA

While this idea of reproducing a strip off the top of the first page of a newspaper as the publication's letter-head design is by no means a new one, the plan of utilizing the head-lines at the tops of columns for setting forth interesting facts concerning the paper is a modification of the original practice which is worthy of consideration.

subscription to The Inland Printer to the one who submits the design which he considers second best. While, of course, these prizes are not large, the number who have entered contests conducted by this journal in the past indicates that contestants are not interested primarily in the intrinsic value of the prizes, but more particularly in the honor incident to participation. It is hoped, therefore, that the same spirit will prevail as indicated in the past and that a large number will enter this contest. Every man who enters will contribute something to the benefit of the craft as a whole, in which he also will share, as the showing of a variety of settings of the same copy in The Inland Printer will prove instructive and inspirational to all.

To make this proposed comparative showing, The Inland Printer desires that all who submit designs to Mr. Turner will also forward duplicate proofs of their entries to this office.

The copy which Mr. Turner desires to have arranged for an 8½ by 11 inch letter-head sheet is as follows: "Banner Publishing Company. W. L. Toney, Proprietor. T. L. Turner, Manager. Publishers *Belzoni Banner*. Job and Commercial Printers. Excellent Facilities. Exceptional Workmanship. Prompt Delivery. Belzoni, Mississippi."

ties incident to war time, practices have developed which should have equal value at all times.

The old idea that successive advertising appeals must be totally different in appearance to prove resultful has lost considerable ground, while the cumulative value of repetition afforded by similarity of appearance in printed advertising forms is coming to be recognized more and more as time goes on.

Among the converts to this last-named idea is W. S. Campbell, advertising manager of The Miller Rubber Company, Akron, Ohio, who, in sending The Inland Printer a copy of that company's latest service book, "Guide to More Tire Mileage," wrote interestingly as follows:

"Basically, we are most interested in this, our latest booklet, because it is strictly in line with our idea of standardized advertising. We feel that many advertising men, in their anxiety to get 'something different,' are too often prone to conceal their institutional identity from regular customers to such an extent that the advertising loses much of its value.

"In other words, the 'something different' idea is sometimes carried so far that were all of the advertising man's productions and ideas placed before him on a large board, when he observed the variety, the many colors, the different sizes, the freak folds and peculiarities of design, it would be hard for him to realize that it all belonged to the same house.

"And, would the individual receiving this strange assortment of advertising-matter at different intervals recognize it as all coming from the same house? I'm afraid he wouldn't.

"We believe absolutely in standardizing advertising the same as a product. The continuity of impressions is its only success. Europe, in what some have termed an apparent

The Extra Color Helps - and Pays.

R. C. Stuart, of The Cayuga Press, Ithaca, New York, is a wide-awake typographer who is continually on the lookout for ideas which will assist him in improving the quality of his work. As a consequence, the product of the house with which he is identified has been steadily improved. In sending The Inland Printer a collection of samples of Cayuga Press

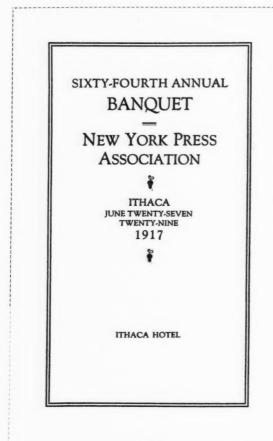


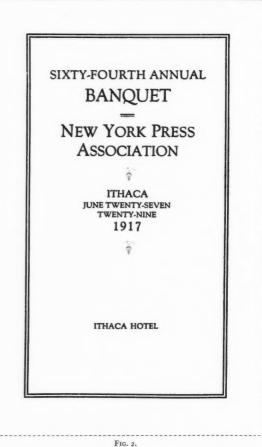
FIG. 1.

One of a number of one-color designs which R. C. Stuart, Ithaca, New York, selected for treatment in two colors to illustrate the increased effectiveness resulting from the use of the second color, as illustrated in Fig. 2.

indifference to advertising, seems to have grasped and held the basic idea — continuity. This can be applied not only to frequency of insertion, but to design and appearance. Many European concerns place an advertisement in a publication and let the same copy run for twelve months without change. While I am not defending such laxity in keeping the copy fresh and up-to-date, I do insist that they have the right basic system for obtaining recognition for their copy through continuity in their arguments.

"I have not touched on the economy of standardizing direct advertising, because the economy is too apparent to be worthy of discussion. It is obvious that where similar colors and similar booklets are being run together they can be cut from the same size sheet, thus reducing the amount of work for the advertising staff and at the same time saving money for the company.

"Standardization and Continuity are brothers. They will work hand in hand when all big advertisers use stocks and inks within the confines specified by the War Industries Board."



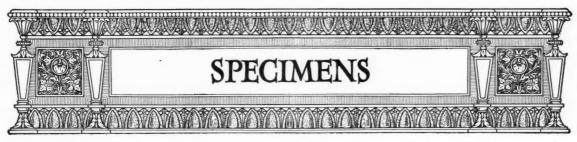
A reprinting such as this, appearing in a printer's sample-case alongside the same design in black only, should stimulate a demand for the extra color on the part of customers who see and compare the two.

printing some weeks ago, Mr. Stuart gave expression to some of his deductions as follows:

"While going over The Cayuga Press samples the other day I selected several one-color specimens, reset them and printed them in two colors. Needless to say, there was a marked improvement. We are displaying them side by side in our display cabinet to demonstrate the value of color, and to convince our customers that good printing is worth while."

Here, indeed, is an idea that other printers can practice to advantage, and not only improve the quality of their work thereby, but increase the volume of their business, and, incidentally, their profits. It is conceded that it is easier to realize a good price for two-color printing than for the ordinary one-color product. Absolute evidence has often been cited to show that advertising done in one color was not nearly so productive in results as similar advertising in two colors.

To illustrate the point made by Mr. Stuart, we are reproducing herewith two printings of the same design, one in black only and the other with a touch of color.



BY I. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat, not rolled.

EDWIN H. STUART, Pittsburgh, Pennsylvania. — All four of the advertisements for The Union Trust Company are effective in display, and, because of the simplicity of their arrangement and the readable character of the type-faces employed, legibility is excellent.

BOOKWALTER-BALL PRINTING COMPANY, Indianapolis, Indiana.— The "Thanksgiving" wall-card is a most pleasing thing. It is reproduced on this page, but, of course, in our one-color reproduction we can not give a good representation of the exceptional beauty of the original.

SIMON TRUST, Pittsburgh, Pennsylvania.— Both announcements for Goldstein & Perlman are appropriately treated in Caslon Old Style italic, which is neatly and effectively arranged, and printed in such manner as to reflect in an admirable manner the character of the firm's business, millinery.

C. J. WOOLSEY, Poughkeepsie, New York.—Your handling of Harry W. Leggett's handsome design of the poem, "In Flanders Fields," is most pleasing. We consider that you have improved on our printing of the same design in The INLAND PRINTER. The raised panel adds to the effect of the pleasing printing. W. S. CAMPBELL, Akron, Ohio.

W. S. CAMPBELL, Akron, Ohio.

— The booklet, "Guide to More
Tire Mileage," has been produced
in a very satisfactory manner
throughout. The plan of The
Miller Rubber Company of having all its advertising standardized in appearance in order that
the cumulative value of repetition
may be obtained is a good one.

John Hartenstine, Norris. Pennsylvania.— Your folder containing suggestive Christmas greeting forms is a very satisfactory piece of work. The several designs are appropriate in text, are well set and nicely printed in red and green, the most satisfactory color combination for use on holiday printing. It is regretable that the rules were locked up so poorly, as the bent appearance of the borders suggests careless workmanship.

Careless workmanship.

SAFEPACK PAPER MILLS, Boston, Massachusetts.— The various labels, hangers, etc., hand-lettered for you by F. G. Cooper, and printed by the Marchbanks Press, New York city, are decidedly unusual and forceful, as, of course, is to be expected when that master of the lettering-pen is called to service. The bold style

of lettering employed, which was admirably printed in red-orange and black on buff-colored antique stock, produces an effect which is wholly satisfying in every respect.

EDWARD F. KYSELA, Sapulpa, Oklahoma.—We commend you for the general excellence of all specimens you enclosed in the last package sent us. The blotters for The Jennings Printing Company are especially interesting, and should prove effective advertising. Guard against a tendency shown in several specimens of crowding lines of capital letters too closely. At best,

capitals are relatively illegible, and they require considerably more white space between the lines than lower-case.

S. H. Musick, Bureau of Printing, Manila, Philippine Islands.— The two posters for the Fourth Liberty Loan campaign are decidedly interesting, especially since, as far as we may determine, one is printed in Chinese and the other in the Filipino language. Considering the limitations of your engraving equipment, it is remarkable indeed that such excellent work could be done, as the posters compare favorably

with those issued for the Loan in this country, where every advantage in the matter of equipment was at the command of the

engravers.

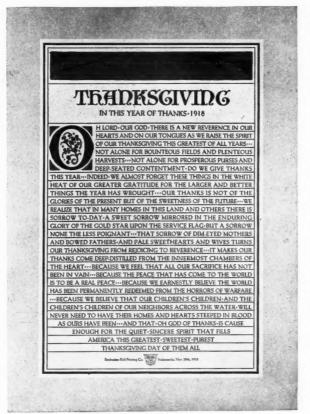
GAZETTE PRINTING COMPANY, Montreal, Quebec.— The jewelry catalogue for Mappin & Webb, Canada Limited, is wholly distinct in so far as catalogues of this nature go. Not only is that true because of the character of Franklin Booth's design, but in large measure, also, because of the odd color of cover-stock which was employed. The workmanship throughout — the making of the plates, typography and presswork — is of a high order of excellence, the production in its entirety comprising a fitting representation of the possibilities afforded by your complete organization. The title-page and an introductory page are reproduced.

page are reproduced.

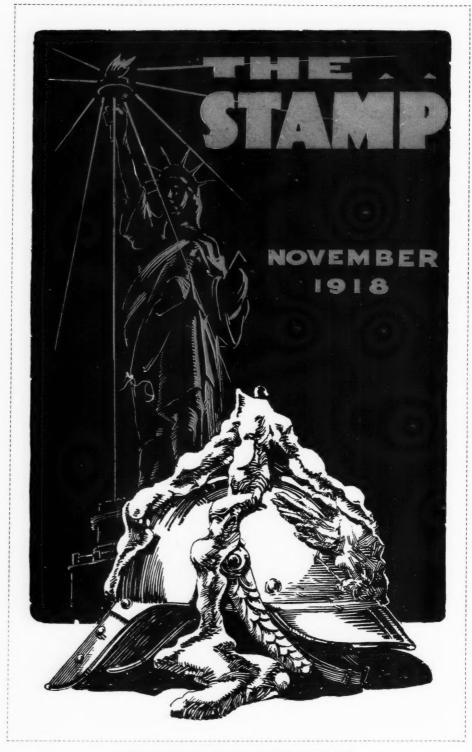
ARTHUR C. HARTWIG, Detroit,
Michigan.— The page announcing
the Monday Luncheon of the
Typothetae, at which George
McCormack was the speaker, is
neat and pleasing. It is not as
effective in display as it would
have been had some of the unimportant matter been set in smaller
type in order that the display
features might stand out more
prominently on account of greater
contrast afforded by variation in
size of type and by increased white
space. The border is a little too
conspicuous, which also tends to
minimize the prominence of the

type-matter.

Howard Van Sciver, St. Augustine, Florida.— We admire every specimen in the last package you have sent us. The catalogue for the L. B. Skinner Manufacturing Company is an admirable specimen of printing, the textpages being very interesting in appearance and legible to a high degree. The cover-design is quite



Handsome wall-card by the Bookwalter-Ball Printing Company, Indianapolis, Indiana. In the original the wide "bled" border and those portions of block initial which appear light in our reproduction were in light blue. A deep olive-green was employed for printing the inside of the olive branch, while the background of the narrow pane surrounding this olive branch was in gold. Gold also appeared in the initial, being used for printing the decoration inside the letter proper and for the four triangular corners; also for the rather heavy narrow rule inside the wide blue border. All the other rules and the inside of the initial letter "O" were in red, while the type and outline of initial letter "O" were printed in black. The colors used blended into a most pleasing effect.



STRIKING TIMELY COVER OF HOUSE-ORGAN OF THE FAITHORN COMPANY, CHICAGO

The issue of *The Stamp* on which this cover-design was used came out shortly after the signing of the armistice ending the war. In sending the plates, W. E. Marquam, of that company's executive staff, wrote as follows: "When the armistice was signed we were in the midst of printing the November number, and we "killed" the cover in use and substituted the one that you have asked about. This one indicates the rise of democracy, designated by the Statue of Liberty, above autocracy, which is indicated by the candle burnt out on top of the helmet."

striking and effective, but the title-page is neither pleasing nor legible on account of the use of capital letters, which were also of a much larger size than was necessary or desirable. In advering work, particularly, capitals should be used with restraint, using only a line or two at most for short lines demanding special emphasis, and sometimes for signatures.

O. L. LILLISTON, Philadelphia, Pennsylvania.— The True Shape Bulletin is an especially interesting house-organ, gotten up in excellent style throughout. The cover is striking and effective to say the least, in spite of the severely simple character of the design. It is reproduced in two colors as printed on this page.

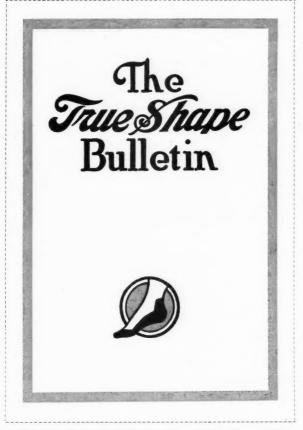
JOE W. SHORT, Ottawa, Ontario.- Specimens of your work in layout and design, as produced by The Mortimer Company, Limited, offer no opportunity for constructive criticism on our part. They are correct as they stand, the result of a close application on your part of the fundamental laws essential to good typographic design. The advertising booklets for your company, "Do You Agree?" "Victory by the Flank," etc., are effective, and they are so arranged that reading is made a pleasure instead of a task, which fact further increases their adver-tising value. It is little wonder, considering the excellence of the campaign of that company, that The Mortimer Company won the Acorn trophy for 1918.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.— The contrast between the advertisements set in the local daily newspaper composing-rooms and those composed under your direction in the plant of the Republic Bank Note

Company, from which electrotypes were furnished the papers, is enlightening on the subject of legibility and effectiveness of advertising composition. They demonstrate the value of giving attention in advance to the layout as against the practice of placing the copy in the hands of the newspapers' compositors on the day of publication. Unfortunately, also, newspaper

advertising compositors have not kept abreast of the advance in advertising and typography as the job-printers have, conditions of their employment being largely responsible. The various job specimens are excellent also, in thorough keeping with the standard of your work, which is consistently maintained. The slip The slip designed by you for the company you are associated with, and which is placed in the last checkbook of an order, is far and away superior to the one previously used. As a demonstration of how much more legible one style of type and arrangement may be than another, as well as to show how much more pleasing it may also be, we are reproducing one herewith and the other on the following page.

JAY D. RUDOLPH, Oswego, New York. — The text-pages of *The* Vocationist, organ of the State



Striking though extremely simple house-organ cover-design by O. L. Lilliston, Philadelphia, Pennsylvania, an unusually talented gentleman who sells printing, writes copy for his customers and does much of the hand-lettering required for the work that he handles. The cover here shown illustrates a very good use of standardized nameplate lettering, a plan which should be followed wherever possible.

Normal and Training School, are nicely handled, typography in Cheltenham Wide being quite legible. Margins are pleasing, head-lines are satisfactory, and initials are used in such a way as to embellish the book. The cover-design is not satisfactory, however, on account of the lack of balance occasioned by placing the words of the title to the left, while the illustration and remain-

ing type-lines of the page are in the center. The underscoring of these two lines was also needless, as the lines, being the largest of the design, already had sufficient prominence. Presswork throughout is of a very good grade.

JOHN A. PRICE, Harrisburg, Pennsylvania.- The card which your employer, Harry J. Kurzen-knabe, carried with him to the A. F. M. convention is quite a novelty, especially because of the manner in which his portrait is handled thereon. For the benefit of our readers we will state that the card itself is not unlike the average delegate's card. The distinction lies in the fact that in the upper right-hand corner of the card a keystone was printed in deep orange, and this keystone was cut out on all sides except at the top so that it could be opened, or rather raised, in which condition a small portrait of Mr. Kurzenknabe, tipped beneath, appears. While, of course, such handling is somewhat expensive, it is such a decided novelty that, on occasions, the expenditure might be considered worth while.

LEONARD B. Brown, Jersey City, New Jersey.— It is unfortunate that a booklet which offered such excellent opportunities for an especially handsome production should have been hurried through so carelessly as to come out unsatisfactorily, as has "Standard Marine Practice." The illustrations are particularly interesting and striking, but they have been printed in a rather dull fashion. The typography was not arranged in an orderly manner, nor in such fashion as to make the pages as a whole—that is, text-matter and illustrations combined—of pleasing shape. There is an effect of congestion throughout most of the

pages. This could have been overcome by the use of a smaller point-size of type of relatively larger face-size, as the Camelot is a profligate waster of space and a rather illegible character as well. The cover is quite well designed.

THOMAS E. ABBOTT, Riverside, California.— The Christmas-greeting cards you have sent us are quite striking, interesting and unusual in

their typographic treatment. In some of them, however, we consider the color effect too brilliant. Since there was of necessity so much printing in red to represent the poinsettia blossoms and the holly berries, we consider that it would have been better had you printed the leaves in a stronger tint of green, although not in full color — as in that instance the decoration would have been too prominent and would as a consequence overshadow the type-matter. In the card for the Union Title & Abstract Company the letter-spacing of the Camelot lower-case creates a displeasing effect by increasing the already strong contrast of tone between the black Chaucer Text and the light-toned Camelot. The out-line Cheltenham used on the folder for W. C. Moore is always difficult to read, the more so here because printed in a light tint.



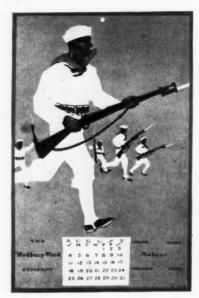
OW is the time to detach the last Check in this Book. Send it to your Banker and he will order for you another book,

a duplicate of this except numbers to continue.

REPUBLIC BANK NOTE COMPANY.

REPUBLIC BANK NOTE COMPANY, PITTSBURGH, PA.

Ordinary slip formerly used by Republic Bank Note Company, Pittsburgh, Pennsylvania, as enclosure for last check-book of all orders going out. Arthur C. Gruver, of that firm's composing-room, was told to reset it in keeping with the present and improved standard of Republic Bank Note Company's printing, the result of his thought and care being shown on the page opposite. The initial here used is not at all pleasing.







Three of a series of striking monthly calendars produced in the art and engraving departments of The Medbury-Ward Company, Toledo, Ohio.

The originals were printed in especially pleasing and appropriate colors.

THE KEYSTONE PRESS, Streator, Illinois.—The specimens are excellent in every way. Good paper stock, imprinted with simple designs of small size, set in pleasing and legible sizes of type, result in effects which are decidedly pleasing and dignified. Exceptional taste is also manifest in the selection of colors, especially where the headings are printed on colored papers. Probably the most pleasing example is your own letter-head set in Cloister capitals, on which your trade-mark, an outlined keystone surrounding the words "The Keystone Press," appears above the typegroup. The bright green tint employed for printing the background of this device, the only color in the design which is otherwise printed

in black, adds just-the touch of color necessary to brighten the design. The only fault we have to find with the work in general is that on several of the headings condensed shapes of type are used with regular and even extended forms. This fault detracts materially from the headings for Carl H. Bramer, the Majestic Theater, the Streator Poultry Association and the First Baptist Church.

THE MEDBURY-WARD COMPANY, Toledo, Ohio.— The monthly calendars issued by your firm during the past year are decidedly clever in execution, which fact should cause them to prove good advertising, particularly since your firm is engaged in the photoengraving business. Artwork, plate-making and printing combine to form an exceptionally high-grade product. The front sides of three of these calendars are reproduced on this page. On the reverse side, in each instance, the insignia of the various grades of officers in the particular branch of service represented on the front side were printed in black. On account of the general interest in military matters during the past year these insignia no doubt proved valuable from the standpoint of reference.

M. O. BLACKMORE, advertising manager and head of the business extension department of The Retailers' Commercial Union, an organization of retail store men, with head-quarters at Chicago, has favored the editor with a copy of a handsome prospectus, compiled and written by him, and printed by the Sleepeck-Helman Printing Company, also of Chicago. The title of the prospectus is "Your Buying Problem Solved," those words being printed in gold inside a decorative panel

of light blue the cover-stock being blue Sunburst. The combined effect is bright and striking. In our opinion, this cover can hardly fail in gaining attention, and then in inviting further reading. The text-pages are set in readable sizes of Caslon, although the majority of the inside pages are given over to half-tone illustrations showing representative store buildings of members of the organization and portraits of prominent men identified with it. These half-tones are faultlessly printed, and, when in groups, appear in connection with decorative panels, printed in orange. Orange was also employed for printing a handsome border on the

text-pages, which border was cleverly worked in with the trade-mark of the organization. Both Mr. Blackmore and the printers of the book are justified in feeling proud of the result of their labors.

From The Hugh Stevens Printing Company, Jefferson City, Missouri, we have received a handsome eight-leaf souvenir calendar of the new Missouri State Capitol building. On the

first leaf a view of the entire building appears at

the top, while immediately below, inside a wreath, the flags of the Allies and of the State

wreath, the hags of the Anies and of the State are entwined around the great seal of Missouri. Immediately below this the words "New Missouri Capitol, Jefferson City, Missouri," appear in large lettering, while, in a panel below, the words "Compliments of the Hugh Stevens Company, Jefferson City, Missouri," are printed from small type. This page is printed in red, blue, yellow, black and gold. The remaining pages feature illustrations of views inside the structure, which are printed in double-tone brown over a light buff tint. On each page except the first and last, calendars for two months are printed in the lower right-hand corner. On the last page, below a group half-tone containing portraits of four members of the State Capitol Commission Board, text-matter on the history and description of the building is printed in two columns, while a small view of the building and the approach appears at the bottom. This calendar is excellent from all standpoints, but presswork, particularly, is above praise, so

excellent is the workmanship in that respect.

DEPARTMENT OF INDUSTRIAL JOURNALISM AND PRINTING, Manhattan, Kansas.— The specimens are all of a high order of excellence. The simplicity of their design, in combination with the use of pleasing and readable styles of type, is responsible for the greater part of their effectiveness, although good taste in the selection of colors, where used, also adds materially to their appearance. The "Year Book of the Review Club" is most pleasing in general form and typography, while the quality of stock used, Strathmore De Luxe, adds materially to the richness of the effect. The color employed for printing the border on the inside pages, however, is entirely too weak a tint, not only for the border itself, but more especially for printing the name of the club, which appears as part of the border at

Fust a Reminder



Now is the time to detach the last *Check* in this book. Send it to your banker and he will order another book for you, a duplicate of this except the numbers to continue

REPUBLIC BANK NOTE CO

Arthur C. Gruver's interpretation in type of the slip which is reproduced on the preceding page.

The Nineky-firsk Psalm

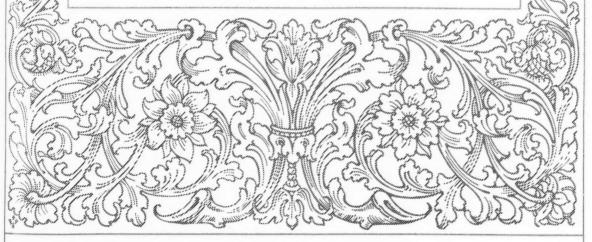


If that dwelleth in the secret place of the most high shall abide under the shadow of the Almighty. I will say of the Kord, he is my refuge and my fortress: my God; in him will I trust. Surely he shall deliver thee from the snare of the fowler, and from the noisome pestilence. He shall cover thee with his feathers, and

under his wings shall thou trust: his truth shall be the shield and buckler. Thou shall not be alraid for the terror be night; nor for the arrow that flieth be day; Dor for the pestilence that walketh in darkness; nor for the destruction that wasteth at noonday. A thousand shall fall at the side, and ten thousand at the right hand; but it shall not come nigh thee. Only with thine eyes shall thou behold and see the reward of the wicked. Because thou hast made the Kord, which is my refuge, even the most high, the habitation; There shall no evil befall thee, neither shall any plague come nigh the dwelling. For he shall give his angels charge over thee, to keep thee in all the ways. They shall bear thee up in their hands, lest thou dash the foot against a stone. Thou shall tread upon the lion and adder: the young lion and the dragon shall thou trample under feet. Because he hath set his love upon me, therefore will I deliver him: I will set him on high, because he hath known my name. He shall call upon me, and I will answer him: I will be with him in trouble; I will deliver him, and honour him.

Mith long life will I satisfy him, and shew him my salvation.





Handsome broadside by John Henry Nash, San Francisco, California. The original was printed in four colors on heavy-weight, rough, brown hand-made paper. The rules were in gold, the decorative border and the ornament of the initial in light brown, the initial letter "H" and the Maltese cross in red, and all the type-matter in black.

the top of each page. On the title-page of the booklet-program for the "Second Annual Festival Week," such an arrangement of the lines of type should have been made as would follow out the rather narrow shape of the page. The effect of the wide type-masses on the narrow page is not pleasing because of the absence of shape harmony The booklet-program for the Junior and Senior Prom. is decidedly attractive, and the neat cover illustrates what pleasing results may be obtained by the blind-embossing process in combination with one-color printing. The wall-cards are

especially well handled.

George H. Saylor, Pottstown, Pennsyl vania.- The several advertising forms of which you sent us copies represent good publicity. While, of course, series blotters have been used for many years, we feel that advertising of that sort is still a very good medium for the small-

town printer. Many large concerns also find the blotter good publicity in com-bination with other forms. We like the folder, "Quality Printing," very much indeed. The copy is as interesting and effective as the typography and arrangement are pleasing. The book-let, "Pottstown's Best Printing," is not itself a good example of printing, how-ever, as in several instances fundamentals of design which are essential to pleasing effects in typography are violated. The division of spaces on the cover by the small central group is in violation of the principle of proportion, which means little more than pleasing variation. Equality in the division of white space, in contrast, is nothing more nor less than monotony. The three groups on this page should have been arranged in form so that the design would conform more nearly to the shape of the page. With ample space available, the lines are crowded too closely. The first page on the inside is also bad from the standpoint of proportion, as

the type-group thereon is placed below the center of the page. The point of optical balance ver-tically is above the center of a page, therefore this page is poor from the standpoint of balance The alignment of the initial on the second inside page is also displeasing, while the effect caused by the front and back margins being equal is unsatisfactory because of the double margin on the inside, which causes the pages to appear too far apart. The fact that the rules do not join nicely mars the appearance of the work, and, since the rules were not essential, they should

not have been used.

W. CHARLES SMITH, Salmon, Idaho .- The two blotters you have sent us are interesting and unusual in their general arrangement. The one on which a small picture of a linotype machine is printed in the upper left-hand corner and the simple words "Compliments of The Salmon Herald, Salmon, Idaho," in the lower right-hand corner, we feel certain, could not have proved effective advertising otherwise than through placing the name of the paper before the people. The average person would not know what kind of a machine it was, nor what such equipment means to a small-town newspaper. Surely a few words of explanation would serve a valuable purpose by giving those who received the blotters a better idea of the up-to-date equipment of the plant. The blotter on enameled stock, we note, carries some matter of the nature suggested above. It would be improved in appearance if the type-group in the upper left-hand corner were placed somewhat farther from the prominent border used. This would cause it to stand out more prominently and improve the blotter's advertising effectiveness. The handling of the initial in this instance is not good. Sometimes a flowing, graceful initial letter can be placed to advantage outside the margins of the block of type to which it is related, but when an upright,

plain letter is used it should be placed in with the matter so that the block as a whole will be rectangular and the appearance pleasing. Even as placed, the initial letter is too far from the type-matter of which it is a part. Your letter-head is very neat indeed, but the envelope corner-card in which the blotters were mailed is a relic, in so far as appearances are concerned, of the period from twenty to thirty years ago. Lines set diagonally across a panel can not result in pleasing appearance; satisfactory results are obtained only when the lines of type in a design run horizontally, as they are read by all except Orientals.

W. W. DRUMMOND, Fort Collins, Colorado.— The title-page, "A Tract for Tractor Builders," and the letter-head for The Robinson Printing Company are satisfactory, although slight changes would improve both. The title-page

ADVISABLE TO CHANGE MY RESIDENCE FROM 23 WILHELMSTRASSE TO SOMEWHERE IN HOLLAND William Hohenzollern NOVEMBER IIT ISIB

Novel idea in engraved card sent out by the Harris Printing & Engraving Company, Cleveland, Ohio, the day after "Victory Day." White stock was used.

is for the most part quite legible and readable, thanks to good judgment in the selection of type and in its arrangement. Lower-case italic used for the main display and lower-case roman for all of the remaining lines except two at the bottom, which are set in small italic capitals. These last two lines should have been set in lower-case italic, and, if so set, a larger size could have been employed, thus materially increasing the legibility of these important lines. Italic capitals are not so readable and are less pleasing than roman capitals, while capitals of any description are not as legible as roman lowercase, which should be used generally. The three diamond-shaped ornaments under the main display lines at the top detract rather than add to the general effectiveness of the page, as they invite too much attention. If an ornamental device was considered necessary at that point, which we doubt, it should have been relatively small, light in tone and otherwise inconspicuous. The letter-head is satisfactory in display, but the shape of the design as a whole is not pleasing owing to the fact that the line at the bottom is the same length as the top line, while the lines between are short. In addition, the last line is in two parts which do not balance each other in shape, size or tone, thus throwing the design out of balance when an especial effort was made toward symmetry. Had the small lines at the bottom bearing the street address and telephone number been moved to the left so as not to appear like a part of the central scheme, the effect would have been improved, while the address line could also have been moved slightly to the left to obviate the appearance of an attempt to square up. This line should have been one size smaller, when its relation to the main group, which is comparatively small, would have been more pleasing. The design should have been printed higher on the sheet, for, printed

so low, it takes up too much space on the two-

so low, it takes up too much open thirds size letter-head sheet. HOMER H. HILL, Chilocco, Oklahoma.— There are some especially interesting specimens in the last collection you sent us. The best, in our opinion, is the booklet, "To Ye Immortals, Ye Teachers of Youth," which is handled in an altogether unusual and, therefore, interesting manner, while maintaining all the advantages of legibility and neatness. The ornament on the of legibility and neatness. The ornament on the front cover, however, is placed a trifle too low, as it divides the space equally, contrary to the law of proportion. The package-label for the India Print Shop is also neat and well arranged, but we do not like the use of italic capitals for the word "from." Italic capitals are never pleasing in themselves. The Tiffany advertisements fail of effectiveness for several reasons Those set in Goudy Old Style capitals appear

too much like a catalogue title-page, and are not as legible as advertisements should be, owing to the use of capital letters throughout. The one of that sort in which the lines are more widely spaced is the better, only because the added space between lines improves legibility The corner-pieces used to represent screws detract from the specimens in which they are used, although your idea was manifestly to better represent an inscriptional tablet. The specimen on which the line "Tiffany & Company" is set in Caslon Text, and on which considerable rulework predominates, is wholly weak as an advertisement, mainly because of the complexity of its appearance and the effect that it has on the reader. The specimen in which Goudy Old Style lower-case is used throughout is neat, of course, and consequently quite legible, although the paneling of the name and nature of business at the top cheapens the effect. This advertisement, too, is somewhat too much like a title-page to score as an

advertisement. The best specimen of the lot, in the opinion of this writer, is that one set mainly in Pabst lower-case, and on which a simple egg and dart border was used. This is not so much like a title-page — it is also simple, neat and more legible than the rest - although, perhaps, the matter immediately below the main display is set in type a trifle too small. We do not refer in the above to the specimen, also set in Pabst, on which the lines are scattered over the page, with a band of border at top and bottom of typematter, although this one is better than some of the others, despite the needless use of border inside the border proper. Specimens of which no mention has been made are to be considered satisfactory for the purpose intended.

C. F. Lebow, Salina, Kansas. - The work of the students of the printing classes of the Manual Arts Department, Salina Public Schools, has considerable merit, considering the comparative inexperience of the pupils. Some of the work is very good indeed, an example of this sort being the displayed circular, "Who Am I?" In spite of its beauty, in so far as general arrangement and display are concerned, as well as the pleasing combination of colors in which it is printed, it provides illustrations of a serious fault which is apparent in almost every specimen sent us. We refer to the poor and irregular spacing between words in many of the lines. Take, as perhaps the best example, the line "shadow over every field of labor, from" and you will note that there is twice the amount of space between some of the words as between others. One of the first things a student of printing should be taught is the necessity for uniform spacing. In other lines, while there are not the differences in spacing as are apparent in this line, there is entirely too much space between words. The correct amount between words is provided by the three-em space, and for that reason the box for holding these

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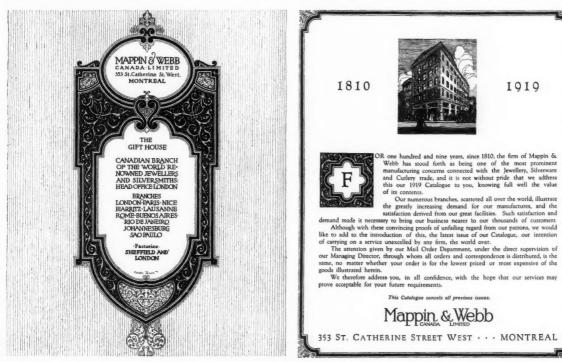
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spaces in the case is made larger than any of the other space-boxes. It is, of course, impossible to maintain that ideal amount in all instances, but if the result is to be a high-class product, the amount between words should not be less than that afforded by a four-em space nor more than an en quad. When lines break in such a way as to make more than the en quad necessary between words, letter-spacing of some of the closest letters with brass thin spaces or paper spaces should be resorted to in order to cut down the space between words to the en quad width. Where a comma or other point appears in a line an allowance should be made for the white they afford, and less space placed after the point than is used after words where there is no point.

far, the ornamental features often dominating the designs and subordinating the type. The card "Happiness" is a good example to illustrate the folly of overelaborateness. Simplicity, remember, is one of the first laws of good typography. Viewing the work as a whole, we note one serious fault in your instruction work, that is, permitting students to do elaborate work before they have mastered the essentials for doing good simple work. Too much drilling can not be given on the proper setting of straight matter. Why, also, underscore the largest lines in a design?

ROCHESTER SHOP SCHOOL, Rochester, New York.—We have never looked over a collection of samples from a school of printing wherein all mathematically centered, and, owing to the irregularity of shape of the flag, and the fact that the left side where the staff appears is larger in extent and stronger in tone, hence weight, than the right side the illustration as a whole naturally appears too far to the left. In illustrations of irregular shape, illustrations which are not symmetrical—by that term we mean illustrations in which the right side is an exact counterpart of the left side—the centering should not be according to the block on which the plate is mounted, or the limits of the illustration, but according to the way the eye sees the illustration. Such illustrations should be placed so that they appear to be in the center, for it is by the eye that we judge those things—and the eye has the



Two pages from a handsome jewelry catalogue printed by the Gazette Printing Company, Limited, Montreal, Quebec, which firm also made the excellent engravings with which the pages were illustrated. The decorative scheme and the drawings are the work of Franklin Booth, whose peculiar and original technique is much admired.

In like manner, the letters ending one word and beginning the following may have more than the average amount of space on the characters themselves, such as "y" and "v," while the end of the next word and the beginning of the word following it may be full-faced letters such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "n" is a little word such as "1" and "1" is a little word such as "1" is a little word suc in which case less space should be placed between the first combination than between the last in order that spacing of the line as a whole will be uniform. Spacing around initials should also be uniform — the white space at the side should be equal to that below the letter or block initial. Take the card containing a quotation from Lincoln, where a flag appears at the top, as an example to illustrate this point. You will note that the second line alongside the initial is crowded as close to the block as the first, of which the initial is part of the first word. The first line should run snug to the block, while the following lines should be set off by space equal to the space that is found necessary below. Spacing is very poor indeed throughout this form. It is poor policy for a student of printing to set large type in narrow measure. In fact, it is next to impossible to attain pleasing results in work of this character with type. There is a tendency in most of the specimens to be decorative, and, unfortunately, it has been carried too

examples were so uniformly good as the last package sent us by you. This demonstrates a keen interest on the part of students, as well as careful and intelligent oversight on the part of instructors. Spacing is very good indeed, space between all words of a line being uniform, while good taste and judgment are also manifest in the spacing of lines. In going over the specimens of the collection we note some faults which, however minor, require attention. On the first and second printed inside pages of the "Book of Specimens" the descriptions of the second printed inside pages of the "Book of Specimens" the descriptions of the second printed inside pages of the "Book of Specimens" the description of the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the "Book of Specimens" the second printed inside pages of the second printed inside Specimens," the designs are placed too low on the page. While they have been raised slightly above the center of the page to overcome that optical illusion which causes things in the exact vertical center to appear below the center, they have not been placed high enough. They appear to be in the exact center, if not below, but the principles of proportion and balance teach us that such single groups should be placed in the position on a page where the space from the center of the design to the top of the page in its relation to the space from the center of the design to the bottom of the page is in the ratio of three to five. In that position, it has been found, balance and proportion are both better than if designs or groups are placed anywhere else on a page. The flag illustrations have been mechanically or

faculty of considering things as a whole. Avoid the use of roman capitals with text characters of approximately uniform size, as in that instance the variation in shape and the difference in character of design between the two are readily apparent and quite displeasing. Large lines of text may be used to good advantage with small sizes of roman capitals, however, for then the difference in shape is overcome to a large extent by the advantage the condensed text has in the difference of size. The inside pages of the book-let, "Rhymes and Jingles — Old and New," are quite pleasing in a general sense, although poems containing short lines, which appear on pages such as 30, where there are also poems containing long lines, should be centered on the page under the longer lines, just as they are centered on pages where there are no poems containing long lines. The eye is your true guide in these matters, and students, especially, should be trained to see balance. The use of gold on the cover of this booklet was in rather poor taste, as the color of the cover-stock nullifies the gold except when the booklet is held at a certain angle. Good results with gold can not be obtained on light brown stocks, but are obtained on rather deep greens, blues, purples and white. Gold embossed on white is especially pleasing. to victory →

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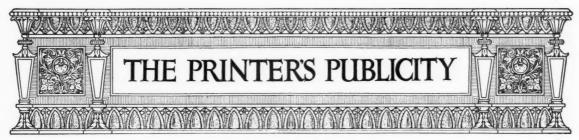
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northern 1918

to victory ->

Attractive cover-design from house-organ of Northern Engraving Company, Canton Ohio



BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Peace Advertising.

No sooner had the sound of the big guns and the din of battle on the other side died away than there was started another offensive on this side — a peace offensive in which the strategy is devised with the ultimate aim of building up rather than breaking down. Among the first to fire the big guns in this new campaign were printers. Quick to realize the opportunity

facturers and big business men the fact that despite exultation over the victories of our armies there is yet a task before each in this country. The Osgood Company points out that business can't stand still; that the making of munitions and war necessities may cease but manufacturers must go on making something else. What they will make and how they will make is the problem that the manufacturers themselves must solve.



We've Won the War! What Now?

Fig. 1

that lies ahead of them in helping along the reconstruction, transition and expansion of business in this country in the days that are for some time to follow the war, the printers are already exploiting in their publicity-matter the necessity of advertising, and advertising consistently and adequately, if the business of the United States is to meet the competition that is sure to arise.

"We've Won the War — What Now?" is the striking catch-line of an after-the-war circular of the Osgood Company, Chicago. In patriotic colors the first page of the circular contains a message which seeks to inject into the minds of manu-

But how they will find markets for these things, how they will reach and fill these markets with the products, is a problem which the Osgood Company can and will help to solve if given the opportunity. Then it cites how, with the various means at its command, it can give the merchandising assistance, the advertising coöperation and the selling necessary in this job of finding a market.

The Osgood Company has struck while the iron is hot with a message that carries weight. Its appeal is attractively displayed on the whole. Our single criticism is that there is a trifle too much type crowded into the space allotted.

This written message of the company is followed up with a stronger one even within the circular, a picture which we reproduce here (Fig. 1). The picture needs no comment — it speaks for itself. Most persons will agree that it will perform admirably what it was intended to do — to set the business man thinking.

The Osgood Company takes its place in the vanguard of those printers who enlist in a force that will undoubtedly play a big part in pushing business ahead and extending markets. Through the days of the war the printing-trade unceasingly sought to keep the advertising idea before business interests of all sizes and kinds. In many instances that advertising they advocated was good-will advertising, but worthy and

America Reborn in a World at Peace

Your Connection with the event and ours

FIG. 2.

needed just the same. To the printing-trade and its publicity is due largely the credit for maintaining advertising as it was maintained during the great conflict. If it served business well during this period then it will certainly serve as a most constructive force in the building up of business again along normal lines and in the finding and construction of markets.

America Reborn.

A discussion of the possibilities of American business and the problems that immediately confront it that every merchant and manufacturer can well afford to digest is contained in a circular entitled "America Reborn in a World at Peace" (Fig. 2), issued by the Bookwalter-Ball Printing Company, Indianapolis. The manner in which the company deals with the situation shows that it has carefully considered the economic question existing in this country now that the war is over, and, as a result, is able to present a clear analysis of industrial problems

The whole matter of reshaping the business of America on a peace basis is treated under three heads. Under "America Reborn" the company points out that the future of this country, both industrial and political, is so great as to be beyond grasp. The war, it is said, has left the country unscathed, but at the same time a new nation has been born—the greatness of which is a thing beyond comprehension. What the future will hold is described under "America's Future Is Your Future." Every industrial institution in the land has a part, it states, in the revamping of the destinies of the newer and stronger nation. It continues:

"Either success is before you — or yours is one of those after-the-war casualties whose grave must be lettered in all reverence."

"'He gave his life in the nation's rebirth — he could not keep up with the times.'"

The prime factor under the new régime that is now inaugurated, the Bookwalter-Ball Company emphasizes, is to find a market and the way to find a market is by advertising. This significant comparison as to advertising in time of war and time of peace is made; namely, that manufacturers found a new customer in the Government during the war, whom they didn't need to reach through the regular advertising mediums; but now they necessarily must deal with a market that is to be built up through persuasion. Once more it is necessary for men who have things to sell to call attention to them.

"When all business America starts calling for customers it will be found that men no longer answer to some of the old appeals," the circular says. "There will be for a time so many who must sell — so few who care to buy.

"The problem of all will be to start their calling for customers as soon as they can summon their business breath—and to do that calling in as effective a manner as possible. In this new condition it is not a question of who can travel the fastest along the road to prosperity—but who can exist through the stern competitive calling for custom that is about to start. He who would live through the present into the brilliant future just ahead must train his forces to get public attention quickly."

To sum up briefly, this printing firm is spreading the message that right now is a critical time for this country's industrial concerns, and on the extent to which they realize this and take advantage of the fact will depend the ultimate success they are to obtain, not in reaping the advantages of war but in keeping abreast of the great development that America is to see in the years to come. The conclusion of the company is, as it urges under the final heading, "Our Service and Your Opportunity," that industrial concerns must fight their competitive peace battles with printers' ink. The weapons to be employed in the finding of markets are those produced by the printers.

As a product of printing there is little or nothing distinctive from a mechanical point about the circular. With a top border and art initial letters in color, it merely presents a neat, businesslike appearance, in keeping with the character of the message it is intended to convey. That message is the best one the writer has seen on the question of direct advertising and the important factor it is destined to become in the period that now lies ahead of business in America.

Garrison-Wagner Company.

Attractive specimens of printing and colorwork, and significant from the view-point of publicity, are the two folders which we have just received from the Garrison-Wagner Printing Company, of St. Louis, the first pages of which we reproduce here (Figs. 3 and 4). One deals with the rapid growth of the printing-establishment in the four-year period beginning with 1914, when the Garrison-Wagner firm acquired the plant of the Dixie Printing Company, reorganized the working force, renewed the equipment and expanded the personnel of the firm. This growth led to the necessity of acquiring a new location, which the second folder of the firm tells about. Now

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installed on the top floor of the new Advertising building in St. Louis, the company says of its new home:

". . . housed in a building that is a masterpiece of architectural designing and a model of engineering skill, our new location gives us material as well as sentimental advantages unique in the annals of graphic arts."

There are two reasons, it seems to me, why the folders of the Garrison-Wagner Company constitute an effective form of advertising. One is because of the quality of printing and particularly pleasing effect of the designs. The other is because of the exploitation of the swift growth of the company's business and its present equipment to care for increased demands arising from that growth. There is no better argument to

ness and its present equipment to care for increased demands arising from that growth. There is no better argument to

FIG. 3.

advance for the purpose of getting new business than the citation of the prosperity and character of your present business. It is an old advertising method, but a sound one.

An Early House-Organ.

There is a common belief that the house-organ as a business-getter is a modern idea. There is ample reason for this belief, for it has been only in recent years that it has been fully developed and established as a form of effective advertising. But the idea of the house-organ, if not the perfected publication of the present day, is an old one. In perusing the pages of of "The Story of the Sun," a new book dealing with the establishment and growth of that famous New York newspaper, written by Frank M. O'Brien, one runs across the interesting fact that Benjamin H. Day, the founder of the Sun, was a printer, whose sole idea in starting the penny journal, which was destined to meet with great success, was to have a publication which would serve his printing-shop, just as a house-organ of today serves. The author relates:

"There was an epidemic of plague in New York in 1832. It killed more than thirty-five hundred people in that year, and added to the depression of business already caused by financial disturbances and a wretched banking system. The job-printing trade suffered with other industries, and Day decided that he needed a newspaper — not to reform, not to uplift, not to arouse, but to push the printing business of Benjamin H. Day. Incidentally he might add luster to the fame of the President, Andrew Jackson, or uphold the hands of the mayor of New York, Gideon Lee; but his prime purpose was to get the work of printing handbills for John Smith, the grocer, or letter-heads for Richard Robinson, the dealer in hay. Incidentally he might become rich and powerful, but for the time being he needed work at his trade."

Thus we have the house-organ, or the house-organ idea at least, born as far back as 1832 and the promoter of it a printer himself. Day's sagacity and business acumen, as his subsequent career shows, were exceptional. True, his publication soon outstripped the house-organ idea, but an advertising medium which he felt was necessary to his printing business of nearly a century ago may well be considered in the same light by the present-day printer.

"Printext."

There is a story in the November issue of *Printext*, the houseorgan of the C. & S. Co., printers, Cambridge, Ohio, which hits the mark on the question of the value of direct-by-mail adver-



FIG. 4.

tising and its relation to other forms of advertising. Not often does one find it advocated in printers' publicity-matter, but some printers hold what I believe is a mistaken idea that direct advertising is a selling method which should and could be used to the exclusion of other forms. To get the best results one should be held as important as the other, that is — if the manufacturer is to realize the full power of advertising force — direct and national advertising should be used harmoniously.

"Support Behind the Home Plate" is the title to the story mentioned. A paint manufacturer, who is losing trade, decides that he will hire some of his competitor's star salesmen. He starts in on Lindsey and tells him to name his own salary. But Lindsey refuses and in the course of their conversation makes this pertinent remark, from the standpoint of a salesman, on the relation of national and direct advertising:

"When a man's territory is made ready for him by national advertising, and especially by direct advertising, he can go into it and do the proper amount of intensive work, and send home orders enough to make his big salary look right to his house. But when a man has to go into a new territory and do all of the missionary work that ought to be done by his house by mail, what chance has he got? We need more help than national advertising in order to earn our big salaries."

Lindsey is told by his would-be employer what his firm has done in the way of issuing catalogues, folders and booklets. The manufacturer shows him a sample of twenty thousand booklets he has just had printed and how cheaply he had bought them.

"Well, here you are doing what?" says Lindsey. "Bragging about how much you saved on an important booklet. You got out that booklet to sell paint, but what you evidently had in the front of your mind all the time was — how much can I cut down the cost of getting this out? That's why I can't see

my way clear to going to work for you. You may get out two pieces to our one, but it doesn't help your salesmen the way ours does us or you wouldn't be asking me to go to work for you at my own price. . . Your booklet is bound straight for the waste-basket simply because you cut the cost in every way you could and particularly on the paper."

These are two old themes in the printing and advertising business — the eternal question of the value of direct advertising and the extent and method it is to be employed, and the question of using a cheap, shoddy form of printing when you From Martin's Papyrus, the house-organ of the John Martin Paper Company, Limited, Winnipeg and Calgary, we glean this:

"The trouble with most printing-plants is that they are run on tradition and habit and not on common sense reasoning. Things are done in a certain way because they have always been done in that way in that shop, and no one stops to consider whether there is a better way, or reason out the facts as to why it is done in the same old way, even though there may be several less expensive ways of doing that very thing."

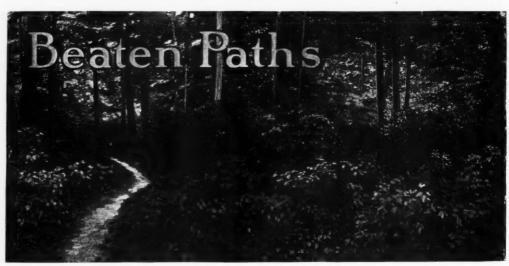


FIG. 5.

do employ it. The C. & S. Company joins in a worthy cause in setting forth what most printers will agree are the correct views.

"Beaten Paths."

"If a man preach a better sermon, write a better book or build a better mouse-trap than his neighbor, though he hide himself in the wilderness, the world will make a beaten path to his door"

Using Emerson's famous saying as its text, the Cargill Company, Grand Rapids, Michigan, has issued a huge folder, 3 by 2 feet, expanded, to show that what Emerson said had proved true with that company in the matter of printing. One entire side of the folder is given over to a map of the United States, with its array of red lines starting from cities in practically every State in the Union and converging at the home of the company in Grand Rapids. Look over the map carefully and you may find three or four States at an extreme distance from which the red lines fail to start, but even so the map graphically pictures a nation-wide business to which the Cargill Company can well afford to call attention. It is the Cargill service, the folder says, which has led to this great expansion of business, and Cargill service consists of copywriting, planning of ideas, designing, artwork, photographing, retouching, photoengraving, printing, binding and mailing.

The other side of the folder contains a large view of the company's plant, reproductions in color of catalogues and other material produced by the plant, photographs of some of the latest machinery with which the plant is equipped, and a description of the company's organization and accomplishments. The folder is designed, the company says, to tell how Cargill service has been made equally valuable and available to the customer near by, or a thousand miles away. The front cover shown here (Fig. 5) is a most appropriate scene for the theme emphasized by the folder as a whole.

Ammunition, the house-organ of the Barnes-Ross Company, Indianapolis, says that investigators have made careful tests to determine the legibility of colored papers, the distance, size and form of type used, and other factors being identical. The following list shows their findings in order of legibility:

- 1. Black letters on yellow paper.
- 2. Green letters on white paper.
- 3. Blue letters on white paper.
- 4. White letters on blue paper.
- 5. Black letters on white paper.
- 6. Yellow letters on black paper.7. White letters on red paper.
- 8. White letters on green paper.
- 9. White letters on black paper.
- 10. Red letters on yellow paper.
- 11. Green letters on red paper.
- 12. Red letters on green paper.

In the October number of *More Business*, issued by the James, Kerns & Abbott Company, Portland, Oregon, the back cover is devoted to the presentation of a set of proof-marks. For a long time, the company says, its customers have been wanting a set of proof-marks and their meaning. In response to this demand the company reproduces these marks in the hope that they will be found mutually useful and beneficial.

On a sheet of heavy stock, 20 by 26 inches, and effectively displayed within an ornamental border, the A. S. Gilman Printing Company, Cleveland, Ohio, reproduces as a piece of publicity-matter a letter from the manager of the efficiency department of the American Type Founders Company to the head office of his company telling what has been done in the Gilman Company's new plant in raising the efficiency standard and the installation of new equipment.

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BY W. H. HATTON

Instructors of printing are here offered the opportunity of discussing the various problems that arise during the course of their work. The editor will be glad to receive ideas and suggestions that will be of value to the fraternity.

Printing As a Device for Teaching the English Language.

Frank K. Phillips has been called the "Originator of the School Printing Industry" a title he has undoubtedly earned, for his work as superintendent of the education department of the American Type Founders Company has taken him from coast to coast developing and originating school printing-offices wherever he could interest educators in this important trade subject.

There are few men better fitted for the promotion of printing in our schools, and few men who have devoted as much time and study to printing as an educational subject. He is a man full of ideas and his latest one is perhaps the most radical, revolutionizing the teaching of the English language. It looks to be, though, as safe and sane as revolutionary, and we think it will be accepted by all educators with much interest.

The following address on the education of non-Englishspeaking foreigners by utilizing printing as a device was delivered by Mr. Phillips at the Hotel Gonfarone, before the New York Conference of Printing Teachers:

I am about to present to your consideration an idea so radical in character and so revolutionary in its application that I expect much discussion concerning it — possibly some condemnation for having the temerity to make such a proposal.

This is not intended as an apology for the idea presented. The motive underlying its presentation being one of service and patriotic endeavor it requires only an explanation — not an apology. However, I desire to warn you that if the idea presented is adopted by this body you must be convinced of its practical benefits and be prepared to defend it as a pedagogical necessity.

George D. Strayer, the newly elected president of the National Education Association, in a recently published article writes: "The public schools of the United States are facing a most serious crisis. Changes — and radical ones — must take place in our system of education, not only while the war is in progress, but after peace has been declared." Continuing, he asserts that "the five million or more illiterates in the United States of over ten years of age must be educated."

A new law in New York State which went into effect on September 1 of the present year compels every minor between the ages of sixteen and twenty-one, inclusive, who can not speak, read or write English to attend day or evening school or study English in continuation classes organized in places of employment. This new law places great responsibility on the educational system of New York State, a system which is already overtaxed and which would probably welcome any or all new devices aimed at making such instruction comparatively easy to furnish.

This seems to me to be an excellent opportunity to impress upon educators, not only of New York State but of the country in general, the great possibilities of using printing as a device for the teaching of the English language to illiterates, regardless of whether these illiterates be in civil or in military life.

All present methods of teaching illiterates to read use writing as a device to accomplish that aim. Writing is also selected as a device because it contains a secondary aim in itself. The process of teaching

an adult to use a pencil or a pen to form characters perfectly unfamiliar to him and having little or no meaning is a slow and tedious process. Printing affords an excellent substitute for writing as a device for teaching illiterates. Ninety per cent of the reading-matter brought to the attention of the illiterate while being taught to write and after having learned to write will be in printed form. By teaching him to read and speak English by means of printed forms we accomplish our object much more quickly and much easier.

Mistakes in speaking will be fewer and the power to differentiate between words similar in spelling will be increased. As an instance: the student may have great difficulty in telling the difference between man and men, but when he has printed each word and used cuts to illustrate each, he will surely grasp the difference in meaning much easier and more quickly. Speed at the present time is an essential to the successful teaching of non-English-speaking adults.

The educational value of printing is now recognized by nearly all educators, and printing has had a phenomenal growth as a subject in public schools, not as a trade or vocational subject, but purely as a device for the teaching of the academic work. This is an important fact and should never be lost sight of in an attempt to teach illiterates by means of printing.

The purpose of this paper here tonight is to show you how printing could be utilized as one of the devices for furnishing such instruction. The accompanying exhibits (see Figs. 1 and 2) were prepared especially for the teaching of English to illiterate soldiers, but I feel sure that they could be readily adapted to the requirements of teaching the non-English-speaking adults of the State of New York.

In the first draft of soldiers, men between the ages of twenty-one and thirty-one years, there were, on the authority of Hon. Franklin Lane, Secretary of the Interior, seven hundred thousand men who could read, speak and write little or no English. These men were of little use from a military standpoint. They could not understand the commands of their officers, neither could they read anything printed in English.

The teaching of handwriting and the formation of letters is slow, laborious and tedious work, even when the instruction is provided for children. For the adult mind such instruction is nothing more than drudge work.

Printing as a device for the teaching of illiterates is bound to grow in favor, because it is based on sound pedagogic principles. Printing motivates and vivifies. The student is enabled to produce his lesson in a form which is recognizable to him, for it resembles that reading-matter with which he is most familiar, i. e., newspapers and books.

When utilizing printing as a device for teaching the English language to illiterates the mistake of stressing the technical processes should be guarded against. It should always be remembered that the aim is not to teach printing, but to furnish a short cut to the ability to read, speak and recognize the printed form of the English language. No attempt should be made to teach the lay of the typecase. Have each compartment of the case plainly marked. Use large type, say 18 or 24 point, and teach the student to justify each line without paying much attention to even spacing of same. Illustrations should be freely used.

The printing equipment to be used should be as simple as possible. It should be confined to such essentials as are necessary to reproduce a word, phrase or sentence in the shortest possible time. Individual equipment may consist of a case-stand, case containing

about fifteen pounds of type, including spaces and quads, composingstick, about five pounds of 6-point slugs, galley, and a hand-lever press with two chases. An imposing-table, wooden and metal furniture, quoins, quoin-keys, mallet and planer are the general tools to be used by the class.

Having outlined the part that could be played by printing as a device for teaching the English language to non-English-speaking adults, I would urge that some action be taken by the members of this conference to induce the educational authorities of the State to utilize printing for this purpose.

My suggestion would be that a committee of three from this body be appointed by the chairman of the conference, or by the president of the International Association, to bring to the attention of the educational authorities of the State of New York and of the city of New York the great advantages and saving of time that

J. A. Donnelly, chairman; A. Levitas, secretary; F. Lampe, H. Osgood, T. L. James. The method is now being given a month's trial in one of the largest cities in the East, and the result will be watched with considerable interest.

Suggestions to the Teacher.

Conversation or instruction in the classroom should be in English and the instructor should confine himself to the use of such words as have been taught.

All instruction should be objective in character and should be made as dramatic as possible.

In beginning the lesson the printed form of letters should be taught, then the teaching of a vocabulary for conversational purposes.

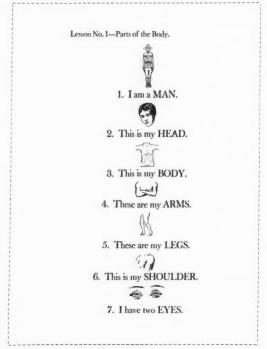


FIG. 1.

could be obtained by the utilization of printing outfits as a device for the teaching of non-English-speaking residents and citizens.

I would also ask the adoption, by means of a resolution, of printing as a device for teaching illiterates, and that a copy of such resolution be sent to all the educational authorities in the State of New York, city of New York, and other places where the teaching of the English language to illiterates is compulsory.

No teacher is more professionally equipped to handle such instruction than is the printing teacher now employed in the prevocational or vocational schools. The furnishing of such instruction would be a patriotic endeavor to further the interests of our nation and may be the direct means of making better citizens and of furnishing better soldiers to our recently organized armies.

I would welcome a free and full discussion of the idea herein set forth.

Should the members present coincide with my view of the matter and endorse the idea outlined, I would urge that they follow out the suggestions regarding the bringing of this idea to the attention of the educators of New York. Regardless of whether the plans and suggestions are adopted, I desire to thank you for the opportunity of presenting it to your attention.

The recommendations were unanimously adopted and a committee appointed to prepare courses of study and specimen lesson, and to bring the matter to the attention of educational authorities. The committee consists of the following teachers:



FIG. 2.

The student should then be taught how to set up the type forming the sentences that have been used in the lesson. An illustration of the principal words which have been stressed in the sentence should be placed above each line of type. When lesson is printed it will resemble the specimen lesson sheets which are attached (Figs. I and 2).

The printed lesson sheets are to serve for review or conversational purposes. Handwriting or the formation of script letters should not be taught until the students have acquired ability to speak, read, print and think in English.

It is not as important that non-English-speaking adults be taught to write as it is that they be taught to speak, read (printed or typewritten forms) and think in English. The students having been instructed in these accomplishments, the teaching of handwriting will be a comparatively easy matter.

Don't stress the mechanical features of the printing-trade. As long as the student is enabled to secure a fairly well-printed proof of his efforts it makes no difference how unskilfully the processes of printing are done. You are teaching the English language — not printing.

Guard against giving the students the slightest impression that they are being taught the printing-trade.

THE SWING OF THE LABOR PENDULUM.

BY CHESTER A. GROVER.



ITH peace now an established fact, normal industrial conditions are sure to return. To speed that return to the point where finished manufactured products will come from our factories in such volume and quality as will be necessary to meet the post-war international trade competition, labor, capital and raw materials must be provided in proper

proportions. Practically speaking, only the two factors of our manufactured products, capital and labor, are to be vitally considered in the equation of returning industrial prosperity.

As the Governments, especially our own, withdraw the war restrictions the universal law of supply and demand will again begin to operate. Into this law must be and always has been written all the ambitions and jealousies of human nature. If this law of supply and demand should be allowed at once and alone mercilessly to work out the problem, a large percentage of the earth's population would actually starve.

Even his most bitter political opponent has never called President Wilson an idle dreamer, although some have doubted the entire virtue of his idealism. With the war fought and won under his leadership the force of these criticisms has gradually evaporated, and the events of the past few days and weeks in Europe have proved the practicability of his idealism in meeting the present issue with food.

President Wilson struck the key-note in his victory address to Congress when he said:

"There is no longer conjecture as to the objects the victors have in mind. They have a mind in the matter, not only, but a heart also. Their avowed and concerted purpose is to satisfy and protect the weak as well as to accord their just rights to the strong.

"By the use of the idle tonnage of the central empires it ought presently to be possible to lift the fear of utter misery from their oppressed population and set their minds and energies free for the great and hazardous tasks of political reconstruction which now face them on every hand. Hunger does not breed reform; it breeds madness and all the ugly distempers that make an ordered life impossible."

Normal industrial conditions, as defined by the President, mean a world-wide prosperity; the right of every man on earth to earn his daily bread, to house, clothe and educate his family.

After all is said, nations are but collections of individuals. What is true between the Government of the United States and the real representatives of the people of Europe is true as between the capitalist and the laborer of this country. The United States is now the capitalist to almost the entire population of Europe, and its capital is food, clothing and other necessities of life and its ability to deliver those necessities in this hour of need. The laborer of the United States is a copartner of the capitalist in that work of relief.

Whether the Russian Reds fostered the German revolution or the German socialists made possible first the destruction of the absolute monarchy of the Tzar is beside the question, for there is undoubtedly a real democracy, world-wide, which is coming into its day and its own. Perhaps it is a compromise somewhere along the line between the maudlin autocracy of the Bolsheviki and the systematic brutality of organized imperialism. Possibly the term "social democracy" comes somewhere near it, but when you get into the tangled maze of terms you are lost.

Yanks Bring in New Deal to the World.

Call it what you will, a new day has dawned, and the day is the *industrial day*—there is no longer place in the sun for idlers.

The aces of the Yanks topped the kings of Europe and forever threw their tricks into the discard. The Yanks are

what Mr. Bryan was pleased to call the "common people." If there was one plutocrat, one silk-stockinged snob drafted into the service, when he comes out those silk stockings will be filled with holes, worn out and replaced with regulation good old wool or cotton socks. These few boys of former luxury, be they even bankers' sons and sons of capital, will forever hereafter be brothers to the boys with whom they served, and this brotherhood will constitute the business generation of this new period in American democracy.

American Capital and Labor Join Hands.

American capital and labor are no less dependent on each other than international exporter and importer.

This war, if it has not been fought in vain, has taught its lesson of unselfishness. That lesson, learned at such cost, must now be put to the further test of unselfish cooperation.

How capital has stood its taxation and governmental restrictions laid down by the War Industries Board is a matter of common knowledge, and only in isolated instances has it been charged with profiteering.

Labor has also in some cases been accused of profiteering and being a slacker.

No less an authority than Secretary Wilson of the United States Department of Labor, in speaking of this problem at a recent conference of editors and publishers in New York, said:

"When it became apparent that we must send an army abroad, and it was estimated that for every soldier in the field the country must have the service of from six to ten men to supply him with war's implements and necessities, our industries were nearly all young industries, filled with the pioneer spirit and therefore difficult to coordinate.

"The Government found itself in need of men and in going out to get them found itself in competition with private industry which was equally hard pressed. Men who had never drawn more than a common laborer's wage began to ask and to receive extortionate prices and to rove from place to place seeking still higher wages."

At another time, in a signed article in a recent number of the *Forum*, Secretary Wilson said:

"The turnover of labor in our country is tremendous. In normal times it is nothing unusual to find establishments where the turnover is two hundred per cent or three hundred per cent per annum. That naturally reduces efficiency. There is not only the loss of time incident to the change of men, but no man can be thoroughly efficient in his job until he has become familiar with his machine, his shop, the characteristics of his shopmates and foremen, and the hundred and one other details that go to make up the sum total of his shop surroundings. This turnover is the individualistic strike.

"It represents the unorganized workman dissatisfied with conditions or the organized workman unable or unwilling to interest his fellows in a collective protest. It produces in the aggregate very much more loss of time than is involved in all of the strikes of trade unions or spontaneous collective protest. The remedy lies in correcting the evil that results in such tremendous turnover."

Dr. Eaton Sees in the Laborer a Fellow Man.

Consider, if you will, the above statements of Secretary Wilson with the experience of Dr. Charles A. Eaton, head of the National Service Section of the Emergency Fleet Corporation, who reports:

"The psychology of the temporary labor unrest some months ago in this country was very simple. Labor had not had its heart opened to the passions of national honor. I have been talking to workmen in open-air meetings for nearly a year, and I have seen them change from their former habits of thought. I have seen them feel their jobs, not merely do them. The man who is strong enough, skilful and sharp enough to perform any task of labor is usually a man with a deep, primal appreciation of his fellow man. He measures men as he measures lumber, or iron, or steel, by the feel for quality in him. He is rarely mistaken. He weighs a man up and follows him through fire, once he is convinced of his honesty of motive. Labor is the soul of honor, and it has been expanded by the emergency of this war to the soul of national honor.

A Laborer Who Wakes Up.

"I remember speaking to some thousands of men in Fore River a few months ago," Dr. Eaton continues. "It was the coldest day of the year, and the meeting was in a great shipyard. The men stood there and listened half an hour. I talked to them about their duty to the nation, of their value to the war, of the lives of the men at the front which depended upon their labor over here. As I left the platform a giant workman barred my way. He just stood and glared at me. I thought he was going to knock me down. 'Well, what d'ye think you're looking at,' he shouted at me. There was a menace in his tone, rage in his eyes. 'I should say that you are a splendid specimen of American workman,' I said. 'I should take you to be a representative labor man.'

"He seemed to struggle with himself for a second, his face grew red, the words tumbled pell-mell in thick articulation.

"'No, I'm not. I'm nothing of the kind. I am just a d-fool, that's what I am. Why, until I heard you talk I didn't realize what my job meant. I've got two boys at the front, and, to think of it, I laid off three days last week. It just come to me that them three days' layoff may have meant the lives of them boys, my boys, over there in France.'

"There were tears in his eyes, he was choking as a man does in dry sobs. I was surprised by the flood-tide of passion in his soul. I couldn't answer him. Abruptly he turned and strode away. As I watched his massive body stiffen and swell to the forces of his spirit he stopped and looked at me again. His face changed to the most radiant expression. His smile was like a burst of sunlight after the storm.

"'All right, you just watch your uncle on the job from this time on,' he shouted, as he raised his huge fist in the air, an instinctive gesture of allegiance to the great cause that had just dawned on him. Singular as this instance may seem, it demonstrates the world of labor as I have seen it and felt it in the great assembly of workmen. They need leadership, they need to be told what their jobs mean to the nation, not what they mean to themselves, or to the individual employer, or to their individual glory."

Their "jobs" mean just as much to the nation and to humanity in this trying period of reconstruction as on the most critical day of the war. The human equation enters into the problem of labor and capital as never before.

The Individual Workman Counts.

No longer can labor be treated in mass, simply as raw material, and the greatest business man, the man with the greatest mind and the greatest heart, does not attempt to do so. This big man will have a heart big enough to include every last one of his coworkers, whether of the office, shop or yard. Think what you may of him, Henry Ford was one of the first to systematically recognize the human equation in the factory, and his welfare department, looking after the interests of the worker with a paternal interest, without a prying inquisition into the man's personal affairs, is too well known to be more than mentioned as one of the "gold standards" of modern industry.

Corporation managers have at last awakened to the fact that if the corporation does not have a soul it must acquire a manager who at least has a heart. A couple of weeks ago the General Motors Company gave a "smoker" to all the drivers of their trucks in Chicago. At this meeting there was not a syllable of sales talk dropped. It was simply a social gathering, during which was discussed the subject nearest to every one present, his job. The speakers included the manager of one of the truck departments of the packing firms, who, two years before, had been a shop helper at \$12.50 a week; the editor of the house-organ of the General Motors Company; a police captain, who explained reasons for traffic rules; a Y. M. C. A. secretary recently returned from abroad, and the mechanical engineer of the company, who gave some helpful hints on caring for the truck. Even an official of the Standard Oil Company was allowed to speak. Moreover, he received careful attention by the proletariat drivers present.

After drinking their coffee and eating their doughnuts, at

the close of the meeting, a group picture was taken, and if you look at this picture you can not tell Manager Kilbourne from Pat McCarthy, who drives one of Mike Cudahy's trucks.

The Right Word at the Right Minute From One Big Man.

From a man who is chairman of the Executive Committee of the National Implement and Vehicle Association, which includes officers of corporations making almost all of the farming machinery used on this earth, you might naturally expect a capitalistic view of the labor situation.

H. M. Wallis is this chairman, and he is also president of the J. I. Case Plow Works, at Racine, Wisconsin. Incidentally, too, he was elected chairman of this association after making the speech from which we quote:

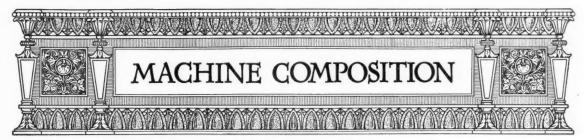
"In considering the question of labor, the situation is somewhat more complex, and yet I think it is well not to take too great counsel of the fears which have been expressed by some that we shall be confronted with an acute shortage of labor resulting in unduly high prices, or the fears as expressed by others that we may have a Bolsheviki movement in this country, but rather I am inclined to look to the hopeful sign of greater efficiency, largely as a result of the military training which some two or three million men have thus far received and millions more will receive if the duration of this war be long continued, and to the further efficiency in output by the labor-saving machinery and devices which have already been introduced. Then, too, there has been brought about as a result of this war a somewhat broader and better understanding between capital and labor and the relative importance of each. Mr. Schwab, in a recent magazine article, is quoted as saying: 'Every one who returns from the trenches tells us that the men who have risked their lives and suffered for their country will demand a greater share in government and greater reward for their work hereafter. This trend is inevitable, and it should not be blindly opposed. It is fit and proper that labor should receive a fair share of what it helps to create. Similar sentiments have also been expressed by Charles S. Sabin, president of the Guaranty Trust Company, of New York.

"The human element has been brought prominently to the front in a way which will not soon be forgotten by the boys who have fought shoulder to shoulder in the trenches and other branches of the military service. The bank clerk and the president's son are shoulder to shoulder with the laborer and the sons of titled families of Great Britain and Italy, each daily gaining a better understanding of the other and respect for the individual qualities of each. It will form a basis for a continued better understanding and adjustment of future differences between capital and labor, and a working out of the fundamental necessity for higher efficiency all along the line from the workshop through the various organizations and up to the executive management, and it is going to take real industrial leadership and cooperative effort to maintain our position in the world's markets, which position has probably been advanced the equivalent of twenty-five years as a result of the war. Some fear has been expressed that we will be seriously handicapped in this connection by reason of the higher wages which will be demanded in this country. Wages alone do not affect the situation. It is a question of the unit cost, and if higher wages are productive of lower unit costs, we will still be able to compete as we have in the past. Then too, I think we shall have more and more of an international labor affiliation of some kind. As we have in this country the American Federation of Labor, it will not surprise me to see, after the war, an international federation of labor. The presence of Samuel Gompers in England at this time, I think, is significant."

In other words, to sum up the labor problem in this period of reconstruction, if capital will go half as far as big-hearted Mr. Wallis and labor half as far as the big-hearted laborer of Dr. Eaton's report, there will be no problem.

Both labor and capital have been equally ignorant of the other's aims and conditions and equally blind to the other's good, and incidentally its own good.

Without labor, the greatest capitalist on earth would soon be a pauper; without capital, labor would starve to death. Each must take the lesson of the war, not into his class consciousness, but into his innermost individual conscience and get back to first principles and observe the Golden Rule.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results.

Connecting a Water-Cooled Mold-Disk.

An Iowa publisher desires to know how to connect a water-cooled mold-disk. The following information will help him: Answer.—On a water-cooled disk each of the two pipes which extend downward behind the disk has a brass nipple. The water is to enter the outside, or service, pipe and the outlet will be from the inside, or waste, pipe. City water pressure is desirable. If you have a roof-tank, a pipe leading from the supply may be extended to the machine; the waste-pipe may run to the sink if desired. A plumber would suggest an economical arrangement of piping. The piping need not be larger than the size of that used behind the disk. Rubber hose forms a flexible connection between service-pipe and machine.

Metal-Pot Should Be Raised.

An Illinois operator sends several slugs and asks how to remedy defects in casting. The following are our recommendations, together with other timely advice:

Answer.— Apparently all you need to do is to raise your metal-pot a trifle by the upper screws of your pot-legs and increase the stress of the pump-plunger spring in order to give more force to the drive. You should have sent slugs of regularly set matter. We do not understand your reference to eccentric pin in mold-slide. You should avoid changing adjustments that do not relate to the trouble in question. Be certain to clean out hole on side of well, the mouthpiece holes and cross-vents. If you observe that metal bubbles up around the plunger as it descends, order a new plunger.

To Remove Gas Fumes From Machine-Room.

A Nebraska publisher asks for information regarding the ventilation of machine composition department. He wants to know the prevailing practice in the most sanitary rooms.

Answer.- In the matter of ventilating your machine composition department we know of but two methods of removing the spent gas from the pot burners, one is by natural draft and the other is by forced draft. Galvanized iron pipes are used in both cases, these pipes running directly from the pot-chimneys to an overhead pipe, and from this latter pipe to outside the building. The first plan involves only the expenditure for galvanized pipe, while the second method requires an exhaust-fan driven by motor or other power. Where the natural draft method is used the withdrawal of spent gas is not so complete as where an exhaust-fan is operating, hence at times it may appear to be unsatisfactory. This is due to peculiar conditions of the weather or to the direction of the wind. There is one point to remember and that is that all elbow-joints should be quarter round instead of angular. Almost any cornice or sheet iron worker can furnish estimates on the installation of a natural draft system. Where an exhaust-fan is required you should secure estimates from concerns doing such work. We can furnish you with the address

of a Chicago house installing a forced draft system that conforms to the Illinois state factory laws. We would suggest that you look into the merits of the electric metal-pot, for, with electric heat, no ventilating system is required, as no fumes arise from the metal-pot.

Matrix Bent From Obscure Cause.

An Iowa operator sends a matrix that is bent in a peculiar way. The description furnished in his letter gives us no clue to the cause. The operator desires to know how such bending may be avoided.

Answer.— We are unable to identify the cause of the trouble from the description given us. The following points may help you to locate the cause: (1) Do not overset lines. (2) Do not send away lines that are too short. (3) See that the line delivery does not travel to the left too rapidly, as the sudden stop in the first elevator may cause the last matrix to fall outside of the jaw and be caught between the vise-jaw and the back jaw of the first elevator. (4) The spring-pawl in the back jaw of the elevator should extend inside of the face of the back jaw so that the back ear of the last matrix will not turn around and thereby allow the matrix to fall out of the elevator. (5) The distance between the back and front jaws should be just a trifle more than the width of matrix across upper ears. Too much space permits the last matrix to fall outside of the elevatorjaws. Examine each of the foregoing points and you may be able to locate the cause of your trouble.

Back-Squirts from Obscure Cause.

An Ohio operator writes: "I am having trouble with backsquirts on an old Model 5 and would like to have you advise as to the remedy. The machine was purchased a short time ago from a firm which had used it nine years. When I first noticed the trouble I tried to remedy it by truing up the mouthpiece, but it did no good. I then cleaned the throat, put in a new mouthpiece, tested back-up again — the Prussian blue showing even all the way across — but the back-squirts continued. I tightened the cushion spring on pot-lever and then put on a new spring, but got no better results. Next, I examined the pot-leg bushings, thinking, perhaps, one or the other might be cracked or broken, but found both correct. I then removed the gas-governor, put on new rubber diaphragm, and readjusted the governor, but the back-squirts continue. I clean the plunger every morning and it works freely in well. I am using a metal-feeder which is adjusted so that metal in the pot is, when at its highest, one-half inch from the top of crucible. Under separate cover I am mailing you four slugs and the metal which was trimmed from them by the back knife. You will notice that the body of the slugs shows metal was a trifle cold when they were cast, but I was compelled to use metal at a temperature of about 520° in order to prevent machine from squirting a larger amount of metal. I recently sent a sample of metal to the Blatchford company, but

they have written stating the metal is in good shape, so that the trouble can not be there.

Answer.— We are of the opinion that your trouble is due to cold metal, and would suggest that you give the mouthpiece burner full flame and slightly raise the temperature of the metal in general. We believe that you will have better results by keeping the metal closer to 550° than at the temperature you mention.

Face of Slug Is Not Sharp.

A North Dakota operator submits an imperfect slug. He does not advise with what current the mouthpiece is operated. but states that he is using a new electric metal-pot.

Answer.— It is quite possible the appearance of the face can be improved by the employment of a trifle more heat. It may also be advisable to increase the stress of the pot pumplever spring. You should make sure that the plunger is cleaned daily and that the cross-vents between the holes in the mouthpiece are not permitted to become clogged. Perhaps after the pot is in use a short time it will permit a stronger drive by plunger, and will thereby improve the face of the slugs. A small amount of graphite placed in the well under the plunger will give lubrication to the plunger and effect a stronger drive of the latter, thus giving a sharper face.

Metal Accumulates on Mouthpiece.

An Illinois operator states that metal is found on the mouthpiece whenever he draws out the disk, no matter how few slugs are cast. He is under the impression that the metal requires toning or doctoring. He desires a remedy to prevent the metal from accumulating on the mouthpiece.

Answer. - If you mean that metal remains attached to the pot mouthpiece after the slug is cast it suggests that the mouthpiece burner should develop a trifle more heat so as to prevent this trouble. There will always be some metal attached to mouthpiece, but it is usually in a semiliquid state and drops off as each new slug is cast. This is of no consequence, but if the metal builds up on the mouthpiece it will prevent a close union between the mouthpiece and the mold and probably cause back splashes. See if the mouthpiece burner is giving a good blue flame. If it is not, clean the burner and increase the heat a trifle. To determine the condition of metal, melt all your available supply and stir it well with a wooden paddle until all the dust and lighter particles are on the surface; then skim dust and particles off until surface is bright. Take a ladle, dip to the bottom and pour off several small pigs of metal. Send to your metal dealer who will make a qualitative analysis, and, at your order, will supply you with toning metal to add to your present stock.

WHY THE PRINTERS MADE GOOD SOLDIERS.

They were of the right "Type" of men.

They are born "Leaders."

They "Stick" to the job.

They adhere to the "Rules."

They are good at "Setting Up" exercises.

They excel when it comes to a "Chase."

They don't take things for granted, they must have the "Proof."

They are generally of very good "Form."

If they are taken prisoners it does not faze them. They are used to "Lock Ups."

When the call to battle is sounded, they can "Make Ready" very quickly.

They fear not the cold steel, as they are used to "Cuts."

They are very "Plane" fellows. And as "dough boys" they can make excellent "Pi."— Lackawanna (N. Y.) Daily Journal.

TYPE METALS—THEIR CARE AND TREATMENT.*

NO. 2.- BY L. D. STAPLIN.



N linotype machines the causes of clogged mouthpiece holes are usually found in impurities carried by the metal. In the manufacture of the alloy it is necessary to use lead, tin and antimony, and these metals are not available, commercially, in a chemically pure state. Impurities such as copper, zinc, iron, sulphur, arsenic, silver, etc., are found

in them, and this foreign matter, if permitted to remain in the finished type metal, may be sufficient to create considerable annoyance when the metal is used. In order to prevent this possibility, type metals are now alloyed in plants where accurate manufacturing, under chemical supervision, is observed. The baths are made in large quantities so that each bath may be carefully analyzed without materially increasing the cost per pound, and the finished product does not go to the consumer until it has been refined and has passed the factory's standard.

Two of the impurities commonly found in lead, tin and antimony have the tendency to cause the oxid, when formed, to become adhesive. Oxids are constantly created whenever liquid metal comes in contact with oxygen. Thus the oxids formed by the combination of the metal and oxygen will always adhere to the walls of the mouthpiece holes and the throats of the crucibles to a certain degree. If the metal carries impurities above a certain definite amount, the adhesiveness will be so affected as to cause these oxids to adhere to and clog the mouthpiece holes and collect in the throats; and as heat is the element which causes all metals to oxidize, the amount of oxidation and its effects will be increased as the heat is increased.

Where a machine frequently casts imperfect faces and investigation discloses a deposit of hard oxids in the throat of the crucible, it will be found that the slugs will be improved after removing the mouthpiece and cleaning the throat. The trouble may return after a short time and apparently be impossible to remedy permanently. Investigation of such cases has proved that sometimes the original cause is a slight imperfection in the interior of the original crucible casting. The cores used in the molds may not have been thoroughly dried, causing a slight ebullition of the iron when cast, thus making a slight obstruction in the throat against which the metal strikes while flowing through. As it strikes, there is a slight deposit of oxids at that point. This constantly grows, and finally clogs the throat to an extent that prevents normal passage of metal into the mold, causing imperfect faces.

As it is a difficult and tedious operation to thoroughly clean the throat of a crucible, and as the job will not prove more than temporarily beneficial unless the throat is thoroughly cleaned and the obstructions removed, it is advisable to install a new pot in a case of this kind. Since these troubles will return, even with new crucibles, unless the metal is made free from the trouble-causing impurities, it follows that these causes must be removed if economical and desirable results are to be expected.

The presence of these impurities can only be detected by competent chemical analysis of the metal in use. If the troubles indicate the presence of impurities, a sample of the metal should be submitted for analysis to some chemist who is familiar with the subject of type metals and who is equipped to analyze the metal for trouble-causing ingredients. His report should then be depended upon and his instructions followed.

^{*}Note.—This is the second of a series of six articles by L. D. Staplin, metallurgical engineer, and manager of the type-metal department of the Great Western Smelting & Refining Company, Chicago.

Some of these trouble-causing impurities can be removed in the consumer's remelting pot through the use of refining chemicals. In such cases it has been the writer's practice to inform the user how to proceed in each minute detail, and if instructions are literally followed good results will ensue from the work. In other cases, the impurities are of such nature that they can not be successfully eliminated. One of the most common causes is an impurity so refractory to treatment that even with complete smelter equipment we are unable to remove it from an alloy without so much expense as to offset the elimination.

Type metal contaminated with this element is, however, satisfactory for the manufacture of other industrial alloys, such as Babbitt metals, etc., and when its presence is disclosed in quantity sufficient to really be the permanent cause of trouble to the machines it is best to exchange the faulty metal for new. Only by getting it out of the plant can the machine's production be brought to the proper standard. Because of the value of the old metal for other industrial uses, such exchanges can frequently be made at a nominal expense.

Clogged mouthpiece holes are also due to using an alloy which has been depleted of its proper tin and lead content by age and the attendant effects of oxidation; also by allowing other metals, such as old electrotype plates, to become mixed with the linotype slugs and remelted while recasting. In most cases of this kind a simple remedy can be applied by analyzing the metal and applying a temper so alloyed in formula that when it has been mixed with the old alloy the metal will be restored closely to the proper percentage of the different elements.

Since it is readily possible to have in service a metal which has been cast from a bath during remelting that has not been thoroughly stirred to insure against separation of the different elements, therefore when samples are submitted to a metal works for analysis they should be selected carefully to insure their being as nearly as possible a true and accurate sample, representative of the metal. This can be done by selecting a slug or two from each of the several machines or jobs. In making the analysis these slugs will all be melted and a sample drawn from the bath after mixing. In this way the chances of our report being accurate are enhanced.

On monotype machines, the causes of clogged nozzles are the same as the causes of clogged mouthpiece holes. Relatively speaking, the user of a monotype machine has but few metal troubles of this sort, those most common being the clogging of the nozzles, corroding of the pump body, imperfections in the faces of hair-line rule, imperfections in the faces of small sizes, such as six-point, etc. These are almost entirely due, from the metal standpoint, to the same impurities that cause clogged mouthpiece holes on a linotype machine, and for that reason the remedies that apply to linotype metal will apply to monotype metal.

Zinc etchings and trimmings from the saw sometimes get into the remelting pot and contaminate the metal sufficiently so that it will give trouble. The nature of zinc is such that, if left alone, it will eliminate itself in time and the trouble will disappear. If the trouble is serious and it is desired to remove the zinc, it may be taken out of the metal in the following way: Bring the old metal to the usual casting temperature in the remelting kettle. Brush back the dross and examine the surface. If it is cloudy and scummy, zinc is present. If it is clear, clean, and shows fine lines resembling cobwebs, it is free from zinc.

If the metal carries zinc, draw the fire and allow it to set without any agitation. The zinc, which is lighter than the alloy, will float upward to the surface, and as it possesses a higher melting point than type metal it will solidify at a heat at which the type metal still remains liquid. When the zinc crust has formed to a thickness of about one-fourth inch, care-

fully skim and remove it. Be careful not to stir the metal during the skimming operation. After skimming, sprinkle powdered sulphur liberally upon the surface and wash the surface with the sulphur. For this purpose use a skimmer and be careful to work only upon the surface. The sulphur will gather the zinc into small balls so that it can be removed. Before using the sulphur create a draft and work from the windward side.

THE WONDERS OF PAPER.

The magic fabric, after all, is paper!

A man will work for you all day on the jump, risk his life and soul — if you hand him a little piece of paper at night with compensating words inscribed thereon.

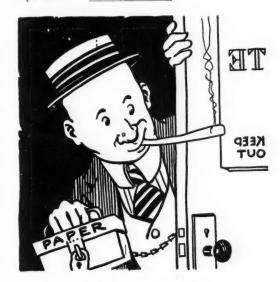
Take a few sheets of plain white paper and make the right marks on them and you are famous for life — even as Abraham Lincoln during a train ride back in the Civil War days picked up a scrap of brown wrapping-paper, scratched off a few unreadable characters and brought into being that classic, "The Gettysburg Address."

Rockefeller can take a virgin sheet of paper, inscribe a few words and his name on it, and the bank will hand you out its very soul through the latticed window. Take a piece of paper and daub some paint on it—that is, daub it on right—and wealthy men and women will offer small fortunes to buy it for their palaces. Little pieces of paper, purchased by countless millions of American citizens from the Government during the last year, are backing our boys in the trenches.

Wonder of wonders: a bit of white or colored paper. We will die for it; live for it, which is harder; go through fire and water for it!

The first letter from your best girl was on a scrap of paper. The last letter from your favorite grandchild is on a bit of paper. Your birth-card, your marriage license and your death notice are on bits of paper.

Indeed, where would the old world be without paper? —Paper News.



This is the "bird" who comes around And sells us paper by the pound. The price goes up most every day And tho we howl, we have to pay.

One of a series of illustrations, with verses, used in the October issue of *Ohio Print*, house-organ of The Ohio Printing & Publishing Company, Massillon, Ohio, and reproduced here by courtesy of that firm.

A VALUABLE CHART.

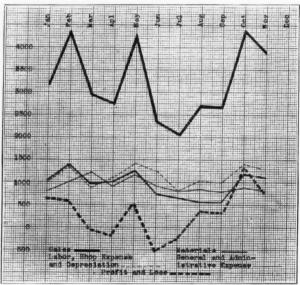
BY HENRY ALLEN.



O know, and to know that you know absolutely, the condition of your business is a consummation greatly to be desired, especially in connection with the printing business, or any other business, for that matter, where that modern god, Efficiency, reigns supreme. The days have gone by when "good enough" will satisfy the ordinary printer who boasts

that he knows what it costs to produce. The wise disciple of Franklin who operates a cost system tries, by reason of his knowledge founded on the data so collected, to outguess if possible and checkmate those who are not fortunate enough to possess information which the cost system divulges. In this respect he has a decided advantage.

At the convention of the United Typothetæ of America at Chicago a little over a year ago, the writer had an interesting conversation with the owner of a five-platen shop as to condi-



tions in the trade generally. The printer possessed the reputation of being successful, and knowing what it cost him to operate. In the course of conversation he made the assertion that he was working on a chart which would act as a barometer to his business and show him at a glance just how he stood on all matters which he desired to have knowledge of. The system was in embryo at the time, but a promise was extracted that when the chart was an accomplished fact he would send the writer a copy. The promise has been kept and the accompanying half-tone illustrates it.

A study of the chart will give a very comprehensive understanding of the whole idea. Eleven months of the year are recorded. The sales are shown, varying from \$2,100 a month to the highest peak, \$4,800, in the month of October. May was up to \$4,600, but business fluctuated because of the abnormal conditions which we have had to face this year. Religiously kept month by month, the chart has been a great help to the printer. It has demonstrated that profit and loss are to a great extent governed by sales, as will be noted by the heavy dotted lines at the bottom of the chart. My friend writes that he made one mistake following the record month (up to that time) of May in volume of sale. He kept his organization intact and, therefore, slumped badly when the balance-sheet was drawn off, his loss for the following month being \$510.

An interesting paragraph reads: "Volume of sales is an important factor, I have discovered, and you will see that if I had filled in the valleys, as I call them, and brought the peaks of, say, July, August and September up higher, with no increased cost for labor, as I maintained my organization during that period, I would have made a much better showing. You see I could have taken in work at cost and then made money. At least, I would not have been in the loss column. I think I have demonstrated this, but I know that such a knowledge is a dangerous weapon in the hands of those who can not take an intelligent view of such a condition."

My friend is right in this; the trouble with so many printers is that they are too prone to consider the volume — tonnage, as some of the old school prefer to call it — depending on the large turnover to give them a satisfactory net profit at the end of the year. This is where it is demonstrated that knowledge is absolutely essential and the chart should be of immense benefit to those printers who want to delve into the higher mathematics of the game, as it may be termed, and who want to see their business from all angles at the same time.

Attention is called to the peaks demonstrating labor, shop expense and depreciation, as well as material and administrative and general expense. There has not been a tremendous fluctuation in any of these items, but the high peaks of volume for the months are consistently followed in all these departments, proving the correctness and general dependability of the chart throughout.

It should be mentioned that in general and administrative expense bad debts are included, and donations to the various war charities as well as donations to local and other funds.

ANOTHER WAY OF SAVING PAPER.

BY ROBERT F. SALADÉ.

For a number of years a large manufacturing concern had been using its regular lithographed letter-heads for correspondence between the main office and its various branch offices. These letter-heads were lithographed on an expensive grade of bond-paper, and they were intended, of course, for business correspondence among customers.

One day the president of the company happened to notice that a letter from one of the agencies of the organization had been written on one of the regular lithographed letter-heads used for all outside correspondence, and for

the first time he realized that there was a considerable waste of fine bond-paper in so far as the intercompany letters were concerned. After investigation, it was discovered that several thousand letter-heads of this character were exchanged between the home office and the branches during the course of a year. A cheap grade of bond-paper would have served just as well for the purpose, as these letters were never seen outside of the offices of the company.

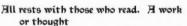
The president immediately effected a reform: An order was placed with a printer for 50,000 letter-heads, plainly printed on a light-weight, inexpensive grade of bond-paper. Various colors of the paper were selected for the home office and the different branch offices, so that a letter from each office could readily be distinguished by the color of the paper. Then, all department managers were instructed to use this inexpensive stationery for intercompany correspondence, instead of using the regular lithographed letter-headings. This resulted in a considerable saving of good bond-paper.

Master printers, do you recognize the purpose of this article? Why not present the facts to some of your larger customers? It may be that other big business concerns are using first-class bond-paper letter-heads for "home" correspondence. Offer to print an order of headings on common paper to be used for intercompany correspondence.

Collectanea Typographica



By HENRY LEWIS BULLEN



Is what each makes it to himself, and

Be full of great dark meanings, like the sea.

Mith shoals of life rushing.
— Bailey, "festus," 1839.

WRITE the vision, and make it plain upon tablets, that he may run that readeth.— Habakkuk ii, 2.

Prosperous Printers.

IN the times when every printer was compelled to be a member of a printers' guild, and to be governed by its rules and to be punished for failure to obey, the printers enjoyed extraordinary prosperity, notwithstanding the crudeness of their presses and appliances. Compulsory union for the common good worked admirably then and would work as effectively again, if resumed. Proof of this is seen in the prosperity of the International Typographical Union, which has great power and authority, very beneficial to its members.

Two members of the London printers' guild died in 1681. George Sawbridge, printer, had been master for two years and treasurer for thirty-two years. He willed a large silver bowl to the guild, his business to a son, and £10,000 apiece to four daughters. Thomas Newcombe, printer, also willed a large silver bowl to his guild, his business to a son, and erected and endowed six almshouses in his native town which continue their beneficent service to this day. The purchasing value of money in 1681 was six times greater than it is today.

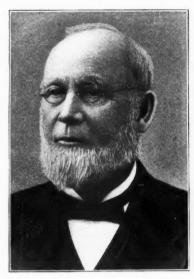
Is it possible that, despite wonderful machinery and enormously increased demand, there is something radically wrong in our go-as-you-please, everyman-for-himself methods?

* * * *

The force of union conquers all.—

Homer.

By uniting we stand, by dividing we fall.—John Dickinson.



Eliphalet Whorf Dennison (1819-1885). Inventor of the shipping tag; founder of Dennison Manufacturing Company.

Evolution of Shipping Tags.

I^N 1712 an English man-of-war entered Boston harbor. On it was George Dennison, seaman, who ran away, and after a while became a master mariner and fisherman at Gloucester, Massachusetts. This man had a grandson named Andrew, born in 1786 in Freeport, who became a shoemaker and upon reaching manhood made shoemaking his business in Topsham, Maine. There was a very real democracy in those days, and this cobbler by long service in the militia achieved the rank of colonel. The townsfolk had their shoes well cobbled by this colonel, who was blessed with ten children, among them Aaron L. and Eliphalet W.

Aaron L. Dennison was taught to be a watchmaker and jeweler, and had a store of his own in Boston in 1843. At that time all pasteboard boxes were imported, and Aaron had the thought to have them made in America. He took the necessary materials to Topsham, showed his father what was needed, and Colonel Dennison, aided by two daughters, seated at his cobbler's bench

and using his cobbling tools, introduced a new industry into America. The boxes found a ready sale, outrunning the capacity of the workers, so that father and son devised the first paper-box machine - a machine used in all box factories today. Before a year had passed ten persons were employed and other new machinery. Aaron had started something quite big, but he had other ideas. He thought of making watches with interchangeable parts, and the thought grew into a watch factory in 1851, which later on was incorporated as the Waltham Watch Company, now of world-wide fame. This enterprise took Aaron out of the box business.

Eliphalet W. Dennison, whose work was to sell the boxes of the Topsham factory, became sole owner of it in 1850, in which year it was moved to Boston. In 1851 the little cards on which iewelry was displayed, as well as the little price tags, were cut out by hand by the shop clerks in their spare time. Eliphalet saw money in making these cards by machines and dies, which he proceeded to devise. So correct was his original method, the fundamental principle has changed but little in all these years, although, of course, changes and adaptations have taken place. In 1856 he introduced the shipping tag, which was slowly adopted by the business world, until in 1863 he patented the reinforced hole, with a washer on each side. Thus reliability was added to utility and the victory was won. Eliphalet was assiduous in improving the quality of his manufactures and adapting them to the varied uses of all kinds of businesses. He made business easier for hundreds of thousands. He deserved to succeed, and he did succeed. In 1856 his plant occupied one secondstory room at 203 Washington street. Boston; at his death, in 1886, it had grown to be a national institution; and his sons and other partners have kept up the good work in the immense factories in Framingham, Massachusetts. The machinery used is highly specialized and largely automatic. Some years ago Collectanea took the proprietor of one of England's largest printing-establishments through the Dennison plant. The stranger had already seen the principal printing-plants in America. He said that the Dennison plant was the most wonderful he had ever seen, and that if he had seen nothing else it would have been worth his trip to America.

As we pass those great works in the train for Boston we like to think of Aaron L. Dennison in 1843 tramping fifteen miles from the steamer to Topsham, carrying a \$7.50 supply of boxmaking materials, more intent probably on affording remunerative employment for his father and his sisters and brothers than on establishing a new industry of world-wide importance. What really distinguished Aaron L. Dennison was this: When he evolved a bright idea he worked it out and made it practical. There are thousands of persons evolving bright ideas and forgetting them. Millions of useful inventions have been abortive for want of action.

* * * * Philosophy of Costs.

TABOR-SAVING machinery does not reduce the cost of printing, though it often seems to do so in specific instances. Labor saved in printing-houses by improved machinery is re-employed in printing machinery factories, and the cost of labor is thus indirectly reassessed upon the printers, who pay all the costs and all the profits of such factories. Ignorance of this principle of political economy makes business hazardous and its profits precarious. We should have been taught that inventions are time-saving rather than labor-saving. Speed costs more than slowness, and needs to be charged for accordingly. Speed improves service, and improved service is worth more than inferior service.

The linotype machine is a great timesaver. We all expected that the linotype machine would reduce the cost of composition, but the cost of composition in 1914 was much higher than it was in 1890, and properly and logically higher. Printing-presses were swifter in 1914 than they were in 1890, but the cost of presswork increased a great deal. The actual prime cause of these increases is the cost of labor employed in the extensive linotype and press factories, all indirectly paid for (with the buildings and manufacturing equipment) out of the fund collected by the printers from their customers. The fund thus collected is not quite large enough. When it is large enough the printing business will become as profitable as printing machinery manufacturing.

Could we tabulate the annual pay ments secured from their customers by the printers and the annual drafts on such payments the result would be illuminative and perhaps instructive. Consider the great industries which printing necessarily supports: the papermills, ink factories, typefoundries, composing-machine shops, press factories, and all their advertising, and employees, and the interest on gigantic investments and on immense products in process of completion or in store unsold needed to supply a demand for quick delivery. The printers are the ultimate collectors for all these industries, and they do not collect enough. Printers can not do printing



Printer-Mark of Conrad Valdkirch, printer, Basle, Switzerland.

From a book printed by him in 1580, containing, among other woodcut portraits, some of early printers. Wisdom is shown bearing the lamp of knowledge. The original was a woodcut.

without the allied industries which afford them the means of producing that which they sell. Invention is needed to keep step with an ever increasing demand. The printers must pass their burden to the buyers of printing, but they perform this vital task inefficiently.

The printer who thinks his problem is confined within the walls of his plant is deluding himself. His problem is inextricably complicated with hundreds of other factories of which he is the paymaster to the full extent of his use of them. There are from thirty thousand to forty thousand master printers in these United States working hard as collectors for a whole series of manufacturers who are necessary to the existence of the printing industry, and the many thousand are as a whole failing to collect enough to go around and leave a profit. The printers' suppliers are getting their price and profit, as wise men should — they are not price cutters; their collectors (the printers) are in effect offering the buyers of printing large discounts on bills they owe to the suppliers — for this is what price cutting means. What other group of producers would handle millions of dollars' worth of paper annually at cost—if the truth were known, too often below actual cost? Do the clothing manufacturers content themselves with a profit on making clothes and do they distribute the product of the cloth-mills and collect millions of dollars for the clothmakers without substantial profit?

When a printer discards slow machines for fast, logically he should advance prices; at least he should hold his prices. To reduce prices is asinine. In general it will be wise to say little or nothing about "labor-saving" machinery to customers. They will logically expect a cut in price - a share of a reduced labor cost which is not actually reduced. Talk timesaving and quick delivery and better quality and superior service, and get pay for these advantages, so that after you have collected for the paper men and type men and composing-machine men and other machinery men and the ink men you will have in hand a profit on the collections as well as payment and profit for the actual printing.

* * * * Fire Insurance, Printing, and the First House-Organ.

THE earliest mention of fire insurance occurs in the May 12, 1680, issue of Mercurius Civicus, of London. The idea seems to have commended itself to householders, for in 1710 the Sun Fire Office was established, with a house-organ to advertise it, called the British Mercury, which in its first issue announced that policies would be ready in a few days and that subscribers to an earlier fireinsurance company would receive such policies gratis. The Sun Fire Office is still flourishing. It doubtless owed its initial success to its advertising enterprise, which appears to have been the first house-organ.

Five Dollars Unclaimed.

A Small black NAG, some ten or eleven years old, no white at all, bob-Tailed, well forehanded, somewhat thin behind, thick Heels, and goeth crickling and lamish behind at his first going out; the hair is beat off upon his far Hip as broad as a twelvepence; he hath a black leather Saddle trimmed with blew, and covered with a black Calves-skin, its a little torn upon the Pummel; two new Girths of white and green thread, and black Bridle, the Rein whereof is sowed on the off side, and a knot to draw it on the near side, Stoln out of a field at Chelmsford, 21 February instant, from Mr. Henry Bullen. Whosoever can bring tidings to the said Mr. Bullen at Bromfield, or to Mr. Newman at the Grocer's Arms in Cornhil, shall have 20s. for his pains.

This offer, first printed in *Mercurius Politicus*, London, February 24, 1659, has not yet proved effective.



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago.

If criticism is desired, a specific request must be made by letter or postal card.

Caught by Vicious Copyright Law.

A number of daily and weekly newspapers in the Middle West have recently come face to face with that vicious national copyright law, the jug-handled affair that calls for a minimum fine of \$250 for each violation whether the violator reaps any individual benefit or profit from it or not. In this case we understand a young man was inspired with a "poem" and he labeled it "The Kaiser's Talk to Hell." His jingle caught the popular fancy about a year ago and he had cards printed containing the alleged poem, copyrighted the production and sold the cards at ten cents each, as alleged by attorneys having the cases. Many people, reading the production and fancying it was good, handed it in to their local papers for reproduction. In most cases the copy thus handed in was clipped from papers, bore no copyright label and gave no indication of its valuable government protection. Many editors ran the piece to please their patrons, and then forgot all about it. Now comes the sequel in a notice for damages under the copyright laws, and this is followed by a demand from some attorneys for payment of fifty dollars, at least, in settlement of each case. The notice of action claims damages according to circulation of the newspaper using the production, basing its value at ten cents per subscriber, the same as the cost of the printed card sold to the public — and this is some damages in many cases where papers have ten thousand and more circulation.

We can almost hear the disgust and vituperation oozing out of every publisher who reads the above, and yet how many of them have joined any newspaper organization to try to remedy such things and secure laws that are fair? How many of them have put up even five dollars a year to be a part of an organization that can assert itself collectively for the benefit of all publishers?

Two years ago the experience of a Minnesota publisher was mentioned — the owner of a small local paper who had used a certain picture in an advertisement for illustrative purposes, not noticing the picture was copyrighted, because it bore no evidence of that fact on the cut itself save a small "c" within a circle down in one corner of the cut. The publisher was cited for \$2,800 damages — enough to break him up in business. We believe he settled to avoid the large expense of defending the case.

Eastern publishers were also threatened with damage suits in like manner a couple of years ago, and a movement was started to secure a change in the copyright law. A bill for the change was introduced and was in the hands of Congressman Smith of New York, but failed of success if it even got any consideration. Most of the attention this bill secured was because of the interest publishers took in it, and we believe the matter was not renewed in the following congress.

Two hundred newspaper publishers are now cited for damages for printing "The Kaiser's Talk to Hell," with a

contribution of fifty dollars to the lawyers and their client as the alternative. If we could cite twelve thousand publishers in the United States for \$50 each for a real national organization and a working secretary on the job we believe this vicious copyright law might be put in the Kaiser's pocket while he is calling at his familiar haunts.

Agency Commissions Win.

After having printed some comments and arguments on both sides of the question, we had supposed the agency commission matter had been relegated to the future so far that not much more would be said about it until that millennium we read about. But at an editorial convention we attended recently the matter was injected and became one of the most interesting phases of the day's discussions, hence we assume it still stands as one of the live topics in the newspaper game, and especially of the weekly newspaper game. In this impromptu discussion it was brought out that several publishers had been pursuing the net rate plan to all foreign advertising agencies, and sticking for the same net rate from all others, and, as a rule, they felt no loss of business thereby, but some rather thought they had gained by it. But still they wanted evidence to settle the matter in their own minds. They severely condemned the idea of any publisher giving any more than fifteen per cent discount to agents, and accused such of admitting thereby that they were asking far more than their advertising space was worth.

One who had tried the net rate plan for all alike reported that the war had interfered with his experiment along this line to learn just what is best - net cash or fifteen per cent discount to agents. But he declared that after pursuing the matter for some months and reading all the arguments he could find, pro and con, he had raised his foreign advertising rate, as well as his local business rate, to a fairly remunerative figure and had gone back to the plan of allowing the foreign advertising agents the straight fifteen per cent discount for all business coming from them. This was for the service rendered by the agency in hunting up, planning and placing the business, checking the work and making the payments — and he believes the agencies earn all of that in the transaction. Certainly, it seemed to him, the agencies are likely to work for the concerns that pay them for their service, and in this matter he thought the service was being rendered for the newspaper publisher as much or more than for the advertiser. An effort to spread propaganda and foist the net rate to agencies on the newspaper business was made through a little pamphlet publication known as "Independent Advertising," which was started some three years ago in New York city. Recently this publication quit and went to the graveyard where so many apparently utilitarian publications had gone before. The editor said his means gave out and he quit, at least until after the war. He had devoted his money, his mind and his efforts toward abolishing the commission to advertising agents, but we confess that after reading the publication for some time we had failed to note any clinching argument or find any basic reason for the publication's existence. Its three years of effort has left the agency commission problem unsolved, if not indeed actually leaning back toward the commission plan, which, after all, seems established for both newspapers and agencies.

Seven Columns on Six-Column Page.

Within the past month we have received sample copies of two unusual newspapers—the Spencer (Iowa) *Reporter*, and the Carrollton (Missouri) *Record*. Both of these papers are

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Reproduction of first page of Spencer (Iowa) Reporter, showing seven-column make-up on a six-column page.

unusual in that they are seven-column papers printed on the regulation 30 by 44, 50-pound sheet of print-paper. You say that this is impossible? It is not only possible, but the publishers of both papers find it is practicable and that they like it — and the plan certainly pays them as a business proposition.

In both cases mentioned the papers are set in six and seven point type, twelve ems measure. Narrow column-rules are used, and, of course, a much narrower lock-up for the forms. The inside chase margins have been reduced to the minimum, but five picas separating the pages in the middle, while the outside margins are about two picas.

Thus, the impossible has been accomplished, and the publishers declare the change was made with but little expense for chases and column-rules. Doubtless, considerable cutting of slugs and advertising rules also was necessary. The effect of such a seven-column page is altogether pleasing, as shown by the reproduction given herewith of the front page of the Spencer (Iowa) *Reporter*, published by Randall & McKee, two entirely practical printers as well as publishers.

This idea of the narrow measure for weekly newspapers has been studied and thought over by many publishers where they wished to enlarge their pages without investing in new presses. One difficulty that always loomed up whenever they had all the rest figured out was how they could accommodate

advertising cuts and stereotype plates designed for the regulation thirteen-em measure. Both the papers mentioned above use cuts in their ads, shaving and trimming the cuts where necessary and remounting them on blocks to fit the narrow measure. The usual stereotype plates are not used, all the composition being on machines for the body of the paper, and by both machine and hand for the advertising pages.

We must not leave this interesting subject without considering the profit-sharing phase of this investment in an idea and some new chases. The *Reporter* averages more than twelve pages per issue and gains thereby one column, twenty inches of space, per page. The advertising in the paper far overruns the fifty-fifty basis usually set as the dead-line, hence they can readily sell every inch of this extra twenty inches per page. Thus they have 240 extra inches of advertising space per issue. The *Reporter's* display rate is 25 cents per inch. Thus the extra earnings are \$50 per issue, or \$2,600 per year.

Some dividend on an investment and an idea, with but little extra work.

General Observations.

The convenient and practical plan for taking care of the notification of expiring subscriptions, as we presented it in THE INLAND PRINTER for November, met with the instant approval of all who saw it and studied it over. Field Secretary Perkins of the Nebraska Press Association called especial attention to it, and added admonition that this matter of attending to expiring subscriptions is the vital thing in the cash-in-advance proposition. In most cases, we might say, it would pay to have a certain clerk or hire a girl especially to look after this one thing in any office having as many as a thousand names to look after. It is not only to keep from taking the names off the list that the credits should be looked after for a month before the subscriptions expire, but it is to get the names back on the list after they have been taken off. Taking them off, and thus making good your promise to require cash in advance or stop the paper, is an essential thing. But subscribers are not necessarily lost because their names come off the list.

In connection with the above, we must give something of the observations of Senator Ed M. Smith of the Winterset (Iowa) Madisonian, who recently gave a paper and a talk on this subject at a meeting of northern Iowa publishers held at Fort Dodge. Mr. Smith was a pioneer in the cash-in-advance subscription business among Iowa editors and publishers, and only his determination to do a thing or die in the attempt, after he got started, held him to it until he won out. Mr. Smith started out on the theory that he must educate his readers to the belief that it was to their advantage as well as his to have a paper stop when the time is out. He printed everything in the way of argument showing how and why people pay for things in advance; he even suggested that it was an insult to readers of newspapers if the publisher sent the paper to them for a longer period than they had contracted for. He even drove into the country, saw them personally and impressed them with the honesty of his intentions. Finally the time came to make the jump, and with faint heart and eyes shut he went into the uncertain element of the future as a cash-in-advance paper. Altogether, he says, he cut off in two months 627 subscribers - one-third of his list - but he stuck to it, almost had fist fights with a few of his best old friends, lost sleep nights, and almost gave it up - and the tide began to turn. The lost ones began to come back, the business men approved, and the system worked. The final result is over 2,600 names on the Madisonian list at this time, after five years' experience, and every subscriber is paid in advance. Now, Mr. Smith admits that it takes personal work and attention, and the assistance of a capable girl in his office to look after these subscriptions. He uses a printed card that he sends out the

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first of the month to all subscribers whose subscriptions expire the last of the month (he makes all subscriptions expire the last of the month instead of the first), and this card reminds them that their time expires during the month. A second card goes out about the middle of the month, and the third week of the month a conspicuous notice is printed on the front page of the paper stating that if this notice is marked with a blue pencil it indicates the subscriber's time is out the next week. The last week of the month a flaring yellow expiration slip, the same as is used by the *Ladies' Home Journal*, is attached with paste to the front page of the paper sent to each subscriber whose time expires with that issue. If this does not bring the pay for the next year the subscriber's name comes off the list. But it seldom comes off now that people of the Madison county district know the paper will stop when the time is out.

Taking the above in connection with the plan suggested in this department in the November issue for keeping the expirations separated on the mailing-galleys, it seems to us a simple matter to keep the cash-in-advance plan going and make it win. The one other thing required in this whole prescription is nerve, or sand, to make it stick.

We are talking a good deal about the cash-in-advance business just now because so many newspaper publishers started it under the government regulations for the saving of printpaper, and are now left on an uncertain sea because of the removal of these restrictions — and their competitors. Mr. Smith and many others have conducted their experiment in the face of competition that followed the opposite policy, and they contend that in many instances competitors' methods helped put their plan across.

In the after-the-war period where the newspaper publishers now find themselves, they should not lose any advantage or good experience they gained under the War Industries Board's restrictions in the use of print-paper. The same conservation that saved print-paper saved money for the publishers, and the reduction of padded lists and the cash-in-advance policy all meant good dollars in the paper's treasury. Printing of fewer pages to carry the same advertising business in war times meant more profit, and advanced advertising rates made possible under war conditions are possible now. A world calamity has shown the way to better business for many of us. Why not keep the sights adjusted and centered on it?

Something was said recently about advertising contracts with local merchants and business men. The writer told some country weekly publishers that he wouldn't give a snap for all the signed advertising contracts in any town in which the newspaper might be published. Why? Because we have seen the system tried and it failed - failed because the publisher couldn't and wouldn't sue to enforce a contract with a local business man who remains in business, no matter how "ornery" the fellow might be. In the first place, the business man usually hesitates and gets ugly when asked to sign such a contract, then he gets uglier when reminded of it or threatened about it. We have found a much more satisfactory business proposition to be a contract rate for advertising amounting to, say, one thousand inches a year in a weekly paper, with about three to five cents an inch higher rate for space if not taken on the contract basis. But how "contract" unless you sign a contract, you ask. Make an agreement with the business man the first of the year, or any other time, that your rate will be, say, 20 cents per inch to him on his agreement to use more than the thousand inches in one year (the agreement is as good as his contract, and he doesn't hesitate so much about making it), and if he doesn't take the thousand inches it will be 25 cents per inch. If he agrees outright to take the contract price, let him

have it and collect on that basis for ten months. If in the other two months he does not come up to his agreement, collect enough extra to make up the difference in rates - and have it out with him as between business men, not between lawyers. If the business man does not care to agree to take the thousand inches in a year, but believes that his business will be more than that and he ought therefore to have the lower rate, just tell him you will charge the 25-cent rate on his business and collect it monthly, and at the end of the year if his account shows more than the thousand inches you will deduct the difference between the transient and the contract rate from his last two months' bill. The result has been, in most cases that we have observed, perfectly satisfactory. When reminded about the tenth month that he is getting near the contract amount the business man will try to reach the mark by increasing his space - and if he doesn't reach the mark you have your money at the higher rate, and he has nothing to say and says nothing. There is no contract to quarrel over or enforce, and your agreement is just as good as his. The usual effect of this has been that the business man hits it up a little the following year and smiles as he meets your proposition and takes his discount at the end of

All restrictions on the use of news-print have been rescinded by the Pulp and Paper Section of the War Industries Boardremoved as to weekly publications the first of December, and as to the dailies later - with a recommendation that publishers continue in their own interests to observe as many of them as possible. The Pulp and Paper Section officials came to the conclusion that not enough saving could be effected by weekly publications to make any material difference in the supply of news-print. That was the belief of all such publishers from the first. All the saving made by weeklies in a whole State would be more than offset by the waste of six or eight pages in a metropolitan Sunday bundle of print covered with big cartoons and alleged "comics." But the publishers may be thankful for the good business plans pointed out and the stimulation to their nerves in putting to the test some of the reforms required. Now watch the newspaper business boom and prosper as never before!

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

STORMS & MORRISON. Waurika, Oklahoma.— The first page of the issue of the News-Democrat sent us, in which the ending of the war is heralded, is made up in a most interesting manner and is exceptionally well printed.

The Blanchardville Blade, Blanchardville, Wisconsin.—The Blade is satisfactory in every respect. While it does not stand out as unusual from any one standpoint of newspaper-making, it measures high on the average of all features.

Letang's Weekly, Lanesboro, Minnesota.—Your issue for November 28, Thanksgiving Day, is a handsome one. The first page, on which you featured an illustrated poem, is both pleasing and interesting. Presswork throughout is of a high order of excellence, and the advertisements are simply arranged and effectively displayed. We have no suggestions to make which, if followed, would assure improvement.

The Bayard Transcript, Bayard, Nebraska.—The first page of your issue for December 6 is decidedly interesting, although we do not especially admire the setting off of some of the items in two columns between cut-off rules and under a single 24-point head-line. Such a handling needlessly complicates the pages. The plan can often be followed to advantage with one or two such items, but when there are more it is a difficult matter to handle them effectively. Presswork is satisfactory, and the advertisements are nicely arranged and effectively displayed.

The Digby Weekly Courier, Digby, Nova Scotia.—The three-column advertisement for Dakin Brothers is rather too complex to be effective. The border and rulework are featured too prominently. We doubt if the extra time spent in bending the rules for the oval which appears inside the holly border added anything of effectiveness to the composition, and as the joints do not come up well a rather bad appearance is created. Best results are obtained with the minimum of effort, by which we mean that one should not attempt such unusual effects with only rules and type-equipment to work with.

Gordon & Gotch, Auckland, New Zealand.—The advertisements for the "Big Tree" campaign are exceptionally striking. The general idea is decidedly interesting. We regret the use of extended Cheltenham Bold for the reading-matter of these advertisements. Cheltenham Bold of regular shape would have fitted into the general scheme equally as well as the extended letters and would have been better from the standpoint of legibility. Extended and condensed types are not nearly so legible as letters of regular shape, and, while the extended and narrow shapes may be used for large display lines without impairing legibility, they can not be successfully used for large amounts of reading-matter.

The Renfrew Mercury, Renfrew, Ontario.— We admire your paper very much indeed. Careful, clean presswork causes the pages to be exceptionally readable, in striking contrast with the majority of newspapers. The placing of advertisements on the pages is in strict accord with the best of modern

THE FULTON GAZETTE

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Neat first page of Ovid Bell's successful Fulton, Missouri, weekly. It would be even better, however, especially from the standpoint of interesting the reader, if there were more prominent head-lines, the additional headings to be secondary in size to those at the tops of columns and distributed in good order over the page.

practices, the pyramid. Advertisements are exceptionally well displayed, and, in addition, are arranged in a simple manner which facilitates reading and makes comprehension easier. We regret that you see fit to place display advertisements, however small, on the first page of your admirable paper. The liberal amount of good local news-matter should cause your subscribers to admire their local paper, as it is, indeed, a local institution of which they can well feel proud.

The Weekly Press, Christchurch, New Zealand.— Your annual Christmas number is, if anything, handsomer than usual. This statement is true more especially as regards the cover, which is treated in an altogether unusual manner. The inside pages contain many beautiful views of New Zealand, as well as a number of interesting folk-pictures. The employment of tints with the half-tones adds color to the general effect and life to the pictures. We always enjoy looking over the annuals coming from the colonies of the British Empire, and generally marvel at the painstaking care and intelligence indicated in their almost faultless production.

Ovid Bell, Fulton, Missouri.— Both The Fulton Gazette, your weekly edition, and The Evening Gazette are high-class small-town newspaper propositions. Presswork is maintained at a high standard. The advertisements are simple in arrangement and yet, through judicious selection and emphasis of display lines, they are quite effective from a publicity standpoint. The first page of the weekly sent us is exceptionally neat, but the fact that there are only four display headings thereon, appearing at the tops of alternate columns, makes the page rather too conservative and uninteresting in appearance. The advantage of following simple forms in the setting of advertisements is not only concerned with the more pleasing and effective appearance but is reflected in the saving of time in composition. It is

fortunate indeed that it costs less to set the best kind of newspaper advertising than poor advertising, but it is unfortunate that more publishers do not realize this fact and insist that their compositors eliminate wasted time required in making up intricate and complicated arrangements.

Holbrook Tribune, Holbrook, Arizona.— We can hardly write too much in praise of your excellent publication. The use of one series of display type, New Caslon, for all advertisements causes the pages to be especially inviting to the eye because of the harmony thereby made certain, and, as good judgment was exercised in the selection of display lines and in their emphasis through contrast of size and white space, the advertisements are effective in display as well. The simplicity of arrangement by which the advertisements are characterized adds further to their effectiveness, for by that simplicity reading is facilitated and clear comprehension the better assured. Presswork is admirable, while from an editorial standpoint we consider the paper entirely equal to its field, as we note a large amount of interesting newsmatter in each of the copies you have sent us

Charles City Press, Charles City, Iowa.— Better display advertisements are not to be found in any small-town daily newspaper in the United States than those which appear in your admirable publication. They are the outstanding good feature. We are glad to note that you have changed to a more conservative first-page make-up since we last examined a copy of the Press. Cutting down the number of large news-headings has made the first page appear even more interesting, for now there are not so many headings but that each can exert the proper influence. If we remember aright there were so many large headings on the first page of the copies previously sent as to fairly dazzle a reader, in which condition none could be very effectively impressed. Presswork is quite satisfactory, although we would like to see a little more ink as well as impression employed. We believe the ink in use is of too soft a grade for most satisfactory results.

The Daily Examiner, Connersville, Indiana.— The poster printed from a special make-up of the first page of your paper, with a banner head-line— "City at Mercy of Huns"— across the top, which was contributed to the local campaign for the sale of Fourth Liberty Loan bonds by A. Fries & Sons, is a most unusual and effective piece of publicity. Other features of the page, designed to bring home to the people of Connersville characteristic acts of vandalism practiced by the German armies in France and Belgium, are an illustration showing a local schoolhouse on fire, with the children running away in terror, and an official order from a German "kommandant," headed "Verboten," placing restrictions of marked severity on the conduct of the civil population. The value of such a poster lies largely in the fact that it represents in a most graphic fashion what the people of Connersville and America would be confronted with should this country be invaded as France and Belgium were.

Western Canadian Motorist, Vancouver, British Columbia.— The good features of your publication are the striking cover-design, the liberal amount of interesting news-matter and the rather good make-up of the text pages. Presswork on the inside pages could be improved considerably by the use of more impression and a somewhat better grade of ink. The italic lower-case used does not make an effective heading for the short items found throughout the magazine. A roman lower-case, rather bolder than the italic in use now, would be much more satisfactory for the headings over these short stories. The advertisements give the impression of having been hastily set, mainly as regards the irregular and sometimes close spacing of lines, which affects legibility. The variety of type-faces employed makes it impossible to secure harmonious and pleasing advertising pages. On the large page of a newspaper the effect of a variety of type-faces is not nearly so bad as on the comparatively small page of a magazine.

Newark Leader, Newark, Ohio.— In a general sense, your paper is an exceptionally good one. The first page of your issue for November 22 is nicely arranged and well balanced. Presswork is satisfactory, and the composition on advertisements, as a rule, is good. Our only suggestions for improvement, in so far as the advertisements are concerned, require that you overcome a tendency to use overlarge type; the result of which use is crowding and illegibility, and avoid the use of several styles of type in the same advertisement, as that practice not only results in a displeasing appearance on account of lack of harmony which follows, but makes reading more or less difficult by forcing the reader to adjust his eyes to frequent changes in form of letters. Smaller sizes of type with a background of white space will result in improved emphasis and at the same time the act of reading will be made easier than if large types in a crowded condition are employed. We would like to see you adopt the pyramid form of make-up, which is described in another item under this heading.

J. C. Latham, Canisteo, New York.— The Times is an excellent paper from every standpoint. Presswork, especially, is worthy of praise — in fact, we do not recall ever having seen a small-town paper that was handled better on the press. There is an exceptionally large amount of live newsmatter on the eight home-printed pages of the issue you sent us, that large amount being possible, in spite of a large run of advertisements, by the use of a comparatively small size of body-type. While the headings on the first page are not balanced to a nicety, which, of course, is seldom possible anyway, the make-up as a whole is quite well balanced, the effect being altogether interesting and attractive. The advertisements are nicely handled also, but we note in several instances that comparatively large masses of body-matter in the advertisements are set entirely in capitals. This practice should be avoided, as capitals are much less readable than lower-case.

Capitals may be used for signatures and for an occasional display line of few words, but they should not be used then when lower-case will suit the space as well or better.

The Commonwealth Weekly, Somerset, Kentucky.— First of all, your paper is well printed. The heading on the first page, probably printed from an electrotype made from block-letter wood type, does not have the dignity and beauty necessary for the trade-mark of the paper; and the first-page heading is in reality the paper's trade-mark, for it is by it that any paper is recognized. The single-line news-headings, printed from type of large size, would be improved if there were a second or subordinate deck to make the introduction to the story less abrupt, as well as to convey additional important features of the story in the heading for the advantage of readers who might not have the time to read the entire item. The variety of styles of type employed in the advertisements create by their difference in shape,

which insure effective comprehension. Legibility of type-faces does not increase as the size is increased. Type may be too large as well as too small for easy and quick reading. The most readable sizes at regular reading distance are ten to twelve point, depending on the face size, width of letters and their general construction. The fact we are endeavoring to emphasize, however, is that it is generally better to increase the amount of white space inside the border of an advertisement and around the display features therein than to increase the size of type to a point where the space will be crowded. Best appearances result when one style of type is employed for all the display lines of an advertisement, if not for all the advertisements in the paper. The average person is affected by violations of harmony in the association of type-faces even if he does not realize it. While by no means perfect, presswork is up to the standard of the average small-town paper which comes to this office.



Was this a special two-page spread which failed to "pan out" or was the panel filled with local news items a part of an original plan to add value to the advertisements? In any event the publisher of the Wayne (Neb.) Herald is deserving of praise for an especially pleasing and effective composition.

tone and general character of design an inharmonious effect, making them uninviting to the eye. Avoid capital letters for display lines. Where there are but few words in such headings, capitals may be readable enough, but where there are a number of words the consistent use of capitals means a sacrifice of legibility.

The Wayne Herald, Wayne, Nebraska.—You deserve much praise for the appearance of your paper, especially because of the clean, sharp printing and the neat yet effective handling of the display advertisements. We are reproducing on this page a double-page spread in which display advertisements are grouped around a panel filled with local news items. It seems that the practice of running local news as part of special advertising pages and spreads is a good idea, and it should not only help in selling the spaces, but in making them productive of results, which naturally tends to make the advertisers the more willing to take space in subsequent advertising features. The results obtained by your compositors with light-face type go a long way toward refuting the claim advanced by many that compelling advertisements for a newspaper can be secured only with bold display types.

The Saint Albans Herald, Saint Albans, West Virginia.— We commend you on the general excellence of your publication. Make-up throughout is very good indeed, although on some of the pages the advertisements are scattered too far apart, being worked to the corners and otherwise manipulated so as to give each advertiser the maximum amount of white space adjacent to his individual advertisement. Most of the advertisements are admirably displayed and arranged; in fact, we have no fault to find with any of the large-space displays. Some of the smaller advertisements, however, are crowded, while others are overdisplayed, and the effect in both cases is the same; that is, the act of reading can not be accomplished under conditions

The Cuero News, Cuero, Texas.—Your paper is rather neatly printed, although the copy sent us is a little too pale. The first page does not appear pleasing, owing to the lack of balance caused by placing the one large heading which appears on the page — a double-column heading with numerous subordinate decks - at the extreme left side, in the first and second columns. You should employ headings that really stand out, not only to act as adequate guide-posts to the various items but to liven up the appearance of adequate guide-posts to the various items but to liven up the appearance of the page and thereby make it appear more interesting. The small single-line headings used over the shorter items are not prominent enough — in fact, they do not stand out at all. The effect produced is to make the whole page appear like a single long item, and no one can look forward to such an article with much pleasure or interest. The advertisements are well handled in arrangement and display, but their placement on the pages is not in accord with the most advanced ideas of newspaper make-up. The generally approved style governing the placing of advertisements on the newspaper page is the pyramid, which is simply a grouping of advertisements in the lower right-hand corner of the page, thus leaving the upper left-hand corner free for news-matter. In that position the news-matter is most convenient for the reader, who, in turning from page to page, naturally lowers his eyes and starts to read in that corner. If an advertisement is placed in the upper left-hand corner, therefore, the chances are that the reader will pass it by in his naturally greater desire to get at the news-matter, and, once passed by, it is not likely that he will turn back to read the advertisement after he has finished the news. If, however, the advertisements are massed in the lower right-hand corner, in accordance with the idea of the pyramid, the reader may first digest the reading-matter of the page without irritation or interruption, when he is naturally in a better frame of mind to take up the advertisements for careful and interested reading.

JOHN MARDER: A BENEFACTOR OF PRINTERS.

BY H. L. B.



AST month we recorded the death of the widely known veteran typefounder, John Marder, at the age of eighty-three, on his estate at Palisades-on-the-Hudson, New York. To his initiative and enterprise the printers of America and Great Britain are indebted for the point system of type-bodies, the benefits of which are immeasurable. He

was diligent in business until the age of seventy-three, and passed the last ten years of his life in well-earned ease, with his wife, amid congenial scenes, close to his sons, daughters and grandchildren. It was a well-rounded life, exemplary in every relation, social, civic and commercial. He has lived well, who, like John Marder, may meet death as an event

- Beautiful as feet of friend Coming with welcome at our journey's end.

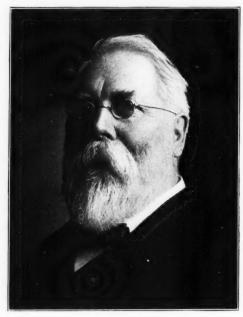
John Marder was born in Greentown, Stark County, Ohio, on March 5, 1835. As a boy he helped on his father's farm; at sixteen he began to learn printing in Akron. At twenty-one he went to Davenport, Iowa, where he was employed for three years in the store and printing-house still continuing under the style of Fidlar & Chambers. In 1860 he went to Chicago and became bookkeeper for the Chicago Type Foundry, the first in that city, which in 1860 was owned by Charles T. White.

The year 1862 was a decisive one in John Marder's career. Charles T. White retired from business, and sold his Chicago Type Foundry to David Scofield & Co. The "Company consisted of John Collins and John Marder. John Marder had at about the same time married Frances H. Collins (who survives him) and thereby acquired a helpful father-in-law. John Marder was the managing partner. Two years later the firm name was Scofield, Marder, Toepfer & Co. (John Collins being the "Company"). Herman Toepfer was a typefounder who had established a business in New York, but was induced to go West to strengthen the manufacturing department. He did not remain long, and after he went there was a reorganization. A. P. Luse, a printer, and one of the proprietors of the house in Davenport which had employed John Marder, became a partner. The firm name became Marder, Luse & Co., and the business, keeping pace with the growth of the nation, was for many years the leading typefoundry and printers' supply house of the great West. Hundreds of plants, now well established and prosperous, were outfitted by Marder, Luse & Co. Branches were established in Minneapolis, Omaha and San Francisco. A house-organ, the Chicago Specimen, was started in 1867, and did much to educate the printers. Some space was given to historical matters, so that this publication is today an important source of information relating to the development of printing in the West in a highly interesting period.

Another critical year was 1871. The Chicago Type Foundry was totally destroyed in the great fire. Before the fire was under control, John Marder was on his way East to obtain new equipment and a stock of types and machinery to start the printing industry going again. Solely upon his good reputation the Eastern manufacturers met all his needs. His firm in turn extended credits exceeding \$300,000 to the Chicago printers, although not one in ten of the re-established printers had any basis for credit other than their good reputations prior to the fire. Not a few of the successful printing-houses in Chicago owe their re-entrance into the printing field to the faith John Marder had in their probity. Needless to say, John Marder secured and held the affectionate esteem of those printers.

So far as printers are concerned, the year 1879 was the greatest in the history of Marder, Luse & Co. The Chicago Type Foundry was re-equipped in 1871 with apparatus for casting type on the old bodies. The manager of its San Francisco

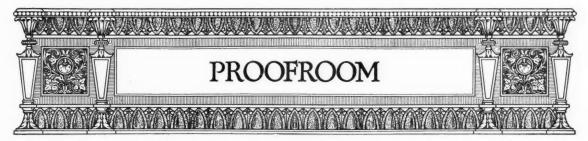
house, Nelson C. Hawks, had worked out a point system of type-bodies (the system used today in this country and Great Britain) and he in 1877 persuaded John Marder to adopt it. This decision involved the scrapping of a lot of expensive appliances. It practically meant commencing over again. It was a courageous thing to do. After two years of preparation, point-system types were first cast in America in 1870 by Marder, Luse & Co. Much missionary work had to be done to induce the printers to accept the great reform. Much busi-



John Marder.

ness was lost, but those printers who were persuaded, persuaded others and gradually Marder, Luse & Co. dominated the industry, and one typefoundry after another came into line, until in 1886 almost all American typefoundries were casting types on uniform bodies. It was a great victory. Only those who were forced to use the unsystematic bodies of the period prior to 1886 can fully appreciate the enormous saving of time effected in type composition by Marder, Luse & Co.'s American system of point-bodies. For his courage and initial sacrifices in effecting this reform John Marder deserves a monument. In any occupation other than printing this achievement would be commemorated in some worthy way. There was confusion in heights as well as bodies. The heights used by the leading typefoundries varied from .917, .918, .919 to .920 inch. Long primer (the present ten-point) varied from .1330 to .1332, .1335, .1336, .1345, .13831/3 to .1389 inch.

A. P. Luse having passed on, the sole management of the Chicago Type Foundry devolved on John Marder. In 1892 he, with others, organized the American Type Founders Company, of which he was the first Western manager. In 1893 he was secretary and treasurer, with headquarters in New York, after which he returned to the management of the Chicago house until his retirement in 1908. Shortly after retiring, John Marder bought a small estate on the banks of the Hudson River at Palisades, a few miles from New York city. There he spent his summers, retiring to Florida in the winters. His sons, John W., Walter S. and Clarence C., were (and are) in business in the East, and this was the determining factor in his choice of a home in which to spend the evening of his life. He met the test of age finely, enjoying good health and maintaining activity until a few days before the end.



BY F. HORACE TEALL.

Ouestions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Question as to Number.

E. K., New York, asks: "What is the correct usage in the following sentence: '45,000 square feet of space are being devoted to the use of,' etc., or '45,000 square feet of space is being devoted?" The latter was recently sent back by a customer, claiming that, the word feet being a plural, the verb should also be plural. My contention is that, the word feet being a collective noun, therefore a singular verb is proper."

Answer. - I suppose this means that the customer objected to having his work changed by substitution of a singular verb for a plural verb that was in copy. If so, there should have been no contention, but immediate compliance. As a matter of fact, there should have been no change from copy in the first place, whichever verb was used. In ordinary commercial printing such is the only safe method, except in cases where it is evident that copy contains an accidental error, and even then it is generally safer to ask the customer. When a man chooses to have anything made wrong for which he is to pay, and deliberately says he wants it that way, that wrong way is the right way in that instance. But this must not be taken as an assertion that the customer in this case was wrong as to grammar. Feet surely is a plural noun, and not collective, and many grammarians have insisted that such sentences as the one in question must have a plural verb. I think differently, and would choose the singular verb, for the reason which probably misled the correspondent into the error of calling feet collective. My reason is that the noun with which the verb should agree is space, not feet. The meaning clearly is that so much space is devoted, not that so many individual feet are devoted.

A Necessary Preposition.

E. S. H., Virden, Illinois, asks us: "In a legal document, such as a city license, which form is correct: 'To all whom these presents may come, greeting,' or 'To all to whom these presents may come, greeting'? Please give reason for the answer."

Answer.— The second form quoted is the correct form, because the expression is incomplete without the preposition which is omitted from the other form. It seems incomprehensible to me that any one should have any doubt about this expression or need anything more as a reason. But here is a quick try at the reason. Of course the little word so much needed is a preposition. Why is it so called? Because its place is just before the objective pronoun which stands for the name of that to which it relates. All prepositions relate to objectives in the same way, even when they are placed after instead of before. The name preposition denotes the logical order, not merely the actual position in the form of expression. But the direct answer to our present question is that each objective in the sentence requires its own preposition for the complete expression of the sense; that is, complete expression of each nominal objective and its relation. The full meaning of the sentence is, "Greeting is given to all persons to whom

this announcement may come." If we made it "To all whom," etc., we should leave the pronoun "whom" without an essential expression of its relationship. A book entitled "Expressive English," by J. C. Fernald, on page 158, says: "A thorough knowledge of the meaning of each preposition is exceedingly helpful, but after all we are constantly driven back upon the fact that a certain preposition is to be used in a certain connection because that is English usage. Turn as we will there is no escape from the fact that English must be definitely and patiently learned as English." This may point the strongest reason for our answer. Universal English usage gives us the sentence, "To all to whom," etc., and surely in so evident and so simple a case we need not question the correctness of usage.

How to Dispose of a Controversy.

G. H. H., Portland, Oregon, submits a puzzle as follows: "Two jobs printed here read differently, thus: 'Puget Sound Fur Company, dealers in hides, furs and wool,' and 'French & Co., bankers, agrees to afford the same care to your property as it does its own property.' Please tell which you consider correct grammatically, and how you would correct the one that is incorrect. This information is desired in order to dispose of a controversy of long standing in a commercial printing-establishment."

Answer.— If the controversy mentioned is between the printer and his customer, there is just one way to dispose of it, and that is for the printer to cease being controversial and do whatever the customer desires, irrespective of grammatical correctness. If the controversy is between workers in the printing-office, and my decision can settle it, I shall be agreeably surprised. The grammar of the first quotation is unimpeachable. That of the second is ignorantly bad, in speaking of the same subject first in the plural and then in the singular. What is spoken of as a number of individuals the first time should be so spoken of each time. The second sentence quoted should read: "French & Co., bankers, agree to afford the same care to your property as they do to their own property," this being the only way to say it with true grammar. I suppose the point of controversy is the number of collective nouns. Company is a collective noun, but French & Co., as used in the quotation, is not collective, but plain plural. It is a gross blunder to suppose that a collective noun must always have a singular pronoun or verb. Goold Brown says more on this point than any other grammarian, and here is some of what he says on page 564 of "The Grammar of English Grammars," as to pronouns: "When the antecedent is a collective noun conveying the idea of plurality, the pronoun must agree with it in the plural number; as, 'The council were divided in their sentiments.' The collective noun, or noun of multitude, being a name that signifies many, may in general be taken in either of two ways, according to the intention of the user; that is, either with reference to the aggregate as one thing, in which sense it will accord with the neuter pronoun it or which, or with reference to the individuals, so as to accord with a plural pronoun, they, them, their, or who." And on page 584, of verbs, he says: "When the nominative is a collective noun conveying the idea of plurality, the verb must agree with it in the plural number; as, 'The council were divided.' To this rule there are no exceptions; because, the collective noun being a name which even in the singular number signifies many, the verb which agrees with it can never properly be singular, unless the collection be taken literally as one aggregate, and not as 'conveying the idea of plurality.'" Brown says much more on this subject, and possibly I might have made a better selection; but it seems to me that this is sufficient. I hope that this may tend to lessen the spirit of controversy.

An Awkward Possessive.

E. L. V., Lawrence, Kansas, writes: "I set a news item thus: 'Miss Laura Schellhorn was a guest Friday night and Saturday at her brother's, Carl Schellhorn's,' etc. The proof-reader marked the 's off of Schellhorn. I think that I set it correctly before it went to the proofreader. Will appreciate having your answer in the next issue of The Inland Printer."

Answer.— The letter was received at a time when it was impossible to answer in the next issue, as that had already gone to press. It is strange to all of us that any one should have an idea of correctness differing from that which we have formed, especially in a case of what should be simple English expression. But this disagreement is not only possible, but actual, even among grammarians. Since this is so, correct practice for an operator or compositor would be to set such a saying as written in the copy, and the proofreader should leave it unchanged. Proofreaders certainly should correct accidentally bad grammar that is surely beyond dispute, but not simply because they prefer something different from what others choose when both forms are authorized. In the special instance of the possessive under question the authorities on grammar disagree as much as on any point. William H. Maxwell says, on page 96 of his "Advanced Lessons in English Grammar": "Constructions such as 'His brother's death, the Duke of Clarence' (Sir Thomas More), are not now used. We should say, 'The death of his brother, the Duke of Clarence.' It is, however, allowable to say, 'I bought the book at Thompson the bookseller's'; or, 'I bought the book at Thompson's, the bookseller's'; or, 'I bought the book at Thompson's, the bookseller.' " He meant, of course, that each form is advocated authoritatively. My own choice favors the first of the three. Goold Brown states plainly, but too fully for quotation here, in "The Grammar of English Grammars," page 499, that various grammarians differ in decision on the point involved. Undoubtedly the best way for compositors and proofreaders is to follow copy.

THE MAN OUT IN FRONT.

BY A. F. KLINKNER.

There is one proposition that is forever bobbing up in the country print-shop. It is a problem that solves itself, however, when the "boss" decides to take off his apron and make it his business to "stay out in front."

If a country publisher is wise he will stay in the front office all he can. His patrons expect to find him there, and it is certainly aggravating to be obliged to go out in the composingroom and ask each one of the employees if he is "the boss."

There is certainly something wrong with a print-shop that is so busy that the boss has to stay out in the back room all the time, instead of attending to the business of the counting-room.

The successful proprietor who makes it his business to stay out in front will find time to look over carefully some of the very fine propositions he gets in the mail in regard to bargains in job lots of paper, etc.

He will also find time to adopt or invent some kind of a cost system so he will know where he is "getting off at" on the work he is doing. The mere fact that printing can be sold cheaper by a competitor should never entice him to take work for the same price. If he can not convince himself that there is a profit in the work he should leave it alone.

At the same time, he should know positively why his competitor is selling printing cheaper, and discover, if possible, how he does it.

ADVERTISING IS A COMMODITY.

Country newspapers were counseled not to sell their space too cheaply by W. W. Gail, of the Billings Advertising Company, of Billings, Montana, in an address to publishers, which was reported, in part, in *Building Trade With Farmers*, an advertising service for country publishers issued by *Successful Exercision*

"Self respect," said Mr. Gail, "commands the respect of others. You have a right to ask for advertising patronage from your local business men as a matter of community coöperation. But you can not afford to appear in the rôle of a mendicant.

"You are not that. You have a commodity to sell, a commodity with merit, a commodity which your merchant needs, a commodity which has a definite, concrete value. And you must treat it as such.

"You are in business to make a living just as the merchant is. And you must figure the value of what you have to sell just as he figures the price of what he has to sell. It must represent cost of production or purchase, plus a fair margin of profit.

"Too many publishers take advertising for what they can get. They do business like the itinerant vender who, when he thinks he can't get what he asks, asks what he thinks he can get.

"That is wrong in principle, and, being wrong in principle, it is wrong in practice. How long would your business man stay out of bankruptcy if he sold his goods on that plan? Not very long.

very long.

"I believe that a new era in country newspaper business and prosperity will come when the small publisher adopts the one-price system, based on principles that are fundamental in all successful modern business. You are urging the farmer to standardize his products. You are demanding that the manufactured goods you buy shall represent standardized quality. You expect the merchant to have standard prices.

"Why, then, should you not standardize your rates? And by that I mean work out a schedule of rates based on office costs and classified in systematic manner, issue a rate-card just as the larger publisher does and sell your advertising at those rates without any ifs or ands about it.

"If you are getting out a paper which deserves support it is not necessary for you to turn the advertising end of your business into a continuous fire sale. Nor does any merchant whose patronage is worth having expect you to do so."

THE PRICE FIEND.

Once there was a concern which manufactured what they were pleased to call "silver" spoons. There was a dealer who bought largely from them but was always clamoring for a lower price.

"But I can't lower the price," the manufacturer would

say, "unless I put in more lead."

"Oh, well, more lead by all means," the dealer would say.

Some time later the dealer wired that he would take an enormous consignment if the price were cut another ten per cent.

"Can't cut price another penny," the manufacturer wired back.

"Put in more lead," wired the dealer.

"Impossible," was the reply. "Last lot shipped you were all lead."—Ammunition.

RULES FOR DIVIDING WORDS INTO SYLLABLES.

BY C. L. WOODFIELD.



VERY line of type begun by a compositor, whether being set by hand or by machine, presents the possibility of having its last word divided into syllables. An incorrect division by a compositor requires the extra expenditure of time to correct the mistake and to respace at least two lines of type. Equipping compositors with rules, which,

through training and drill, will develop into habits, will enable them to make divisions correctly at a saving of time and a corresponding increase of efficiency.

The rules composing the heart of this article were fashioned into the form here given in The Chicago Typothetæ School of Printing. The various principles assembled and organized in these rules have been gathered by the author from many sources, chief among which are spelling-books, text-books on orthography, dictionaries, printers' magazines and style-books. The material that follows forms part of a course that has produced very satisfactory results in equipping pupils in The Chicago Typothetæ School of Printing with the ability to correctly divide words into syllables.

Basic Principles.

The division of words into syllables is determined by the following five things:

- 1.— The kind of vowel sound in each syllable.
- 2.— The number of consonant letters between vowel sounds.
- 3.- Prefixes and suffixes.
- 4.— Accent.
- Initial and final letters of syllables.

The general principles and the specific rules governing the division of a word into syllables are given in the numbered paragraphs that follow. Every one whose work requires him or her to divide words into syllables will find it well worth while to memorize these rules.

General Principles.

Every word should be correctly pronounced before attempting to divide it into syllables. Correct pronunciation locates the accented syllable and determines the kind of vowel sound in each syllable.

- I.— A syllable is a word or a part of a word uttered with a single impulse of the voice.
 - 2.— Each word has as many syllables as it has vowel sounds.
- Vowel sounds are represented by the letters a, e, i, o, u, and y; by the pure diphthongs oi, oy, ou, and ow; by various digraphs, ai, ee, ei, oa, au, oo, etc.; and by various trigraphs, as eau, iew, ieu, etc.
- 4.- A word having but one vowel sound must not be divided.
- 5.— A one-letter syllable must not be separated from the remainder of the word.
- 6.— When two or more letters together represent one sound, they must not be divided; as, eau, au, ou, ph, ng, th, etc.

Rules Based on Vowel Sounds.

For purposes of syllabication, all vowel sounds are long, or obscure, or short.

- 7.—When a vowel sound is long, the last letter of the syllable is usually the long vowel letter.
- a .- A vowel sound is long when it is the name sound of any vowel letter. b.— A word of one syllable and a final syllable ending in silent e are exceptions to Rule 7.
- 8.— When a long vowel letter is followed by lst, st, or str, or by li, ni, or vi, of which i has the sound of consonant y, the

last letter of the syllable is usually the consonant following the long vowel. Examples: bol-ster, has-ty, pas-try, al-ien, gen-ius,

- 9.— When a vowel sound is obscure, the last letter of the syllable is usually the obscure vowel. Examples: dis-ci-pline, par-a-graph.
- 10.- When a vowel sound is short, the last letter of the syllable is usually the consonant following the short vowel.
- 11.— When a (sounded as in arm or in all), or any combination of letters representing either of these sounds, is followed by a single consonant or a consonant digraph, the last letter of the syllable is usually the a or the last letter of the combination representing the sound of a. Examples: wa-ter, a-ther, au-da-cious, fau-cet, so-pra-no.
- 12.- When oi or oy, ou or ow, representing diphthong sounds, are followed by a vowel letter, the last letter of the syllable is usually the last letter of the diphthong. Examples: tow-er, buoy-ancy.
- 13.- A long or an obscure vowel sound usually attracts to itself the preceding consonant or consonant digraph.

Rules Based on Consonant Letters.

- 14.- In case of a doubled consonant not at the end of a word, the last letter of the syllable is usually the first letter of the doubled consonant.
- 15.- When to a primitive word ending in a doubled consonant is added a suffix syllable beginning with a vowel, the last letter of the syllable is usually the last letter of the doubled consonant.
- 16.— When more than two consonants occur between vowel sounds, those that must be pronounced together must be kept in the same, usually the second, syllable. Examples: chil-dren, frus-trate, fur-ther, breth-ren.

Rules Based on Prefixes and Suffixes.

17.— A prefix is usually one syllable.

Some of the most common prefixes are:

a	con	ex	ob	se
ab	contra	in	per	semi
ad	de	inter	post	sub
ante	dia	intro	pre	super
anti	dif	mis	pro	trans
bi	dis	mono	re	un
circum	· en	non	retro	uni

18.—A suffix is usually one syllable.

The most important verb suffixes are:

fy

The most imp	ortant adjecti	ve suffixes are	:	
able	en	ial	ing	less
al	ent	ible	ish	ory
ate	ful	ic	ive	ous
The most imp	ortant noun s	uffixes are:		
age	ary	ion	ment	ship
ance	ence	ist	mony	some
ancy	ency	ite	ness	ster
ant	er	itude	or	tion
ar	ess	ity	sion	ure

ify 19.— The participial endings ed, en and ing; the adjective endings er and est; the noun ending er (but not or) when added to a verb ending with a consonant or silent e; and the plural es

usually form separate syllables except where the preceding consonant is doubled.

20.— Final le and re, when preceded by any consonant other than l or r, usually attract to themselves the preceding consonant. Examples: dou-ble, tric-kle, thea-tre, fi-bre.

Rules Based on Accents.

21.—An accented syllable usually attracts to itself as many initial consonants as can be pronounced together. Examples: di-plo-ma, con-stit-u-ent, dis-cre-tion.

22.— Adding a suffix which begins with a vowel usually changes the syllabication of the stem word only when the accent is changed. Examples: u-ni-ver-sal, sys-te-mat-ic, rep-re-

a .- Many common words that have long been in general use are not divided according to this rule. Examples: ser-vant, ser-vice, ma-tu-ri-ty,

Rules Based on Initial and Final Letters of Syllables.

23.— When one or more silent letters occur adjacent to the syllabication place in a word, silent vowel letters, excepting o, are usually placed at the end of the syllable and silent consonant letters are usually placed at the beginning of a syllable. Examples: rea-son, venge-ance, busi-ness, dai-sy, pi-ous, nau-sea, gay-ety, ex-haust, whis-tle.

24.— Usually no consonant letter nor any combination of consonant letters may either begin or end a syllable which may not begin or end a word; hence, no syllable should begin with x or end with j, or with any combination of letters representing these sounds. Examples: ma-jes-ty, anx-ious, pre-ju-dice.

25.—As a general rule neither soft c nor soft g should end a syllable.

26.— Never separate q from the letter u which always follows it.

27.— Ce, ci, di, ge, gi, ti, sci, and si having the sound of ch, j, sh, or zh usually go with the vowel they precede. Examples: o-cean, so-cial, sol-dier, con-science, vi-sion, re-li-gion, etc.

Some Things to Avoid.

1.— Avoid separating able and ible from the stem word.

2. - Avoid dividing often, listen, even, seven, eleven, given, fasten, prayer, etc.

3.— A single letter syllable within a word should be placed at the end and not at the beginning of a line. Example: homicide, not hom-icide.

Learning and Using These Rules.

One who knows the preceding rules thoroughly should be able to syllabicate correctly any word whose correct pronunciation he knows. These rules are to syllabication what the "tables" are to multiplication. And as children eight to ten years of age are required to master the "tables" so compositors should require themselves to master these rules. The children's mastery of the "tables" requires their instant and accurate knowledge of more than one hundred different number combinations while a compositor's mastery of these rules requires a similar knowledge of less than one-fourth as many rules. Since every compositor needs this instant and accurate knowledge several times each day, no compositor should shrink from compelling himself to do a task that is less burdensome and more useful for him in his work than is the task of mastering the "tables" burdensome and useful for eight to ten year old children.

Not all the syllabication rules are of equal value. Some of them apply only to a very limited number of words which are infrequently met with. Of the twenty-seven rules there is not a single one that at all times takes precedence of every other rule. The rule that most nearly does this is probably No. 24, "Usually no consonant letter nor any combination of consonant letters may either begin or end a syllable which may not begin or end a word." And yet there is a list of words like whistle and thistle whose last syllable, tle, seems to violate this rule. But this seeming violation takes place in accordance with another rule, No. 23, reading, "Usually silent consonant letters are placed at the beginning of a syllable."

The one thing that more than all other things determines how the largest number of words shall be divided into syllables is the length of the vowel sound, whether it is long, short or obscure, given in Rules 7, 9 and 10. But the application of these rules is often modified by some other rule, as Rule 7

is modified by Rule 24 in the first syllable of an-cient and main-tain.

From the preceding illustrations it must now be evident that if one is to become master of the art of dividing words correctly into syllables he must know the preceding rules so thoroughly and accurately that, when any irregularity occurs in a word, he will recognize instantly the particular rule or part of any rule that applies to that irregularity. This skill can come only as all skill comes, from constant practice; but those who are ambitious to become proficient in their trade will welcome an organized system of training whose practice produces proficiency.

The following method of learning these rules by applying them has been found very successful:

- Having a list of words on which to practice, pronounce correctly one word at a time, and of each word

2.- Name each vowel forming a syllable; 3.— Give the length of the vowel sound;

4. - Give the rule;

- Spell the syllable.

The following is about what a pupil in school would say in

dividing the word continual into syllables:

"Continual: The first vowel of this word is o; its length is short; the rule is 10: 'When a vowel sound is short, the last letter of the syllable is usually the consonant following the short vowel'; the syllable is c-o-n. The next vowel is i; its length is short; the rule is 10: 'When a vowel sound is short, the last letter of the syllable is usually the consonant following the short vowel'; the syllable is t-i-n. The next vowel is u; its length is long; the rule is 7: 'When a vowel sound is long, the last letter of the syllable is usually the long vowel letter'; the syllable is u. The final syllable is a-l."

During the first period of learning to divide words into syllables, each word is analyzed as fully as the model just given. During the second period, the number of the rule is given but the rule itself is not recited. During the third period, the pupil merely spells each word, indicating by a pause where the division occurs. If a mistake is made, the pupil is asked to name the vowel, give its length, and also to tell the rule that applies in the specific instance, watching for irregularities that modify Rule 7, or 9, or 10.

Below is given a list of practice words to which to apply the preceding syllabication rules. After each word is placed the number designating in order the rules applying to that particular word. When a rule that seems to apply is modified by another rule, the number of the modifying rule is separated

from the first rule by a hyphen.

architect, 10, 9. casualty, 10, 7, 10. resuscitate, 7, 10, 9. subsidiary, 10, 10, 9, 7. suzerainty, 7, 9, 7-23-24. equinoctial, 7, 10-21-9, 10. upholster, 10, 7-8. voluminous, 10-21, 7, 9. powerful, 12, 10. excruciating, 10, 7, 9, 7-(b).

IT'S SURELY "KILLING."

A Frenchman was waiting at a railroad station in Ireland when a couple of natives sat down beside him.

Said one: "Sure, Pat, it's down to Kilmary I've been, and

I'm on me way back to Kilpatrick."

"Ye don't say so," said the other. "It's meself that's just after being down to Kilkenny, and I stop here a bit before I go to Kilmor.'

"What assassins!" exclaimed the Frenchman. "Would that I were safely back in France!"- John Bull.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Accounting for Printing Concerns."

Under this title, Walter Jobson, of Louisville, Kentucky, has prepared a very interesting volume describing an ingenious and seemingly simple system of keeping the accounts of a printing-plant with a minimum amount of red tape. The introduction shows that he fully realizes that printing-plants require different methods of accounting from mercantile establishments.

The text is divided into short paragraphs, each covering one subject, which is explained in good clear language without technical phrases, so that even the novice in bookkeeping may readily understand just what is intended.

Starting with a condensed description of precisely what a printer's bookkeeping should show him, he follows logically the various steps from the entering of the order to the closing of the account. Each step and account is plainly indicated and described, and illustrations given of the books and record-cards needed to carry out the system.

The volume is an octavo of 106 pages, well printed in black and red and bound in cloth. To the printer who is his own bookkeeper it should prove valuable because of its lucid explanations, even though the system advocated should not be fully adopted, or another system may be in use.

One feature of particular interest is that it has been devised for the needs of the printer and used by a man practically familiar with the printing business. He very wisely closes his introduction with these words, which printers should heed: "The advent of the cost system has made necessary many changes in the best methods of the past."

The book may be ordered through the book department of The Inland Printer Company, at the publisher's price, \$2.50; postage, 10 cents extra.

"Intensive Selling."

A new book has recently been issued that is of especial interest to printers, because it suggests practical supplemental methods of direct advertising which create a market for increased printing sales. This new book, "Intensive Selling," by Flint McNaughton, is designed to assist business through introduction of intensive advertising methods. In this book the author analyzes the possibilities for increasing profitable sales through supplemental direct advertising methods by taking advantage of present distribution. It shows how advertising is too often totally neglected, or only partially used. The arguments are not based on theory alone, but are derived from investigations of five hundred specific cases. With the evidence provided, the printer has dozens of talking points in securing business.

Every business has its daily correspondence, its packages going to customers, its form letters, its follow-ups, its catalogues, house-organs and other mediums, distributed in envelopes. This distribution can be made to carry business-winning enclosures. An immense amount of practical data, compara-

tive tests as to the relative efficiency, or pulling power, of different types of literature, information regarding direct advertising, and mediums, such as booklets, blotters and enclosures, is given in this book.

Scores of advertising plans and "hook-ups" are given. This book, "Intensive Selling," shows practical ways to take advantage of present distribution channels, to win new business, to get more business from old customers, to make house-organs more effective, to secure increased returns from catalogues, to build up good-will, to couple up with national advertising, to conserve salesmen's time, and to permit salesmen to sell more goods in less time. The author's statements are supplemented by statements and extracts from scores of authorities. There are seventy-two reproductions of typical advertising and graphic diagrams.

"Intensive Selling," by Flint McNaughton. Published by Selling Aid, Chicago, Illinois. Price, \$2; postage, 10 cents extra. May be secured through The Inland Printer Company, 632 Sherman street, Chicago, Illinois.

"The Theory and Practice of Color."

It is doubtful whether there is any one feature of the printer's work on which he is less informed than the selection and use of colors. Though living in a world of color, and forced by the nature of all created things to the daily and hourly use of color, the average printer, unfortunately, is ignorant of the laws or principles which should guide him in its intelligent use. Coming into the printing business without fundamental knowledge of color, the average youth finds other problems in learning and working at the trade that are more frequently encountered, which take up his attention so completely that he gives little and indifferent attention to the application of color in printing. It is little wonder, then, that upon becoming a journeyman or employing printer he often finds himself upon the rocks of discordant and irritating color combinations.

The increased interest on the part of our educators in the subject of color is therefore promising, and the time will undoubtedly come when the subject of color will be emphasized from the kindergarten upward until every common school graduate will be able to employ color with taste and discrimination. "The Theory and Practice of Color," by Bonnie E. Snow and Hugo B. Frœlich, published by The Prang Company, Chicago and New York, is admirably suited to instruction work in schools, yet the subject is so simply and thoroughly covered that the book should prove decidedly helpful to adults for individual study. In the preface we learn that "this book is compiled for the purpose of discovering to the ordinary man the World of Color."

The objection found by printers to some of the previous works on the subject of color has been that they were too scientific. The question of light, wave lengths, refraction, reflection, etc., to give ear to these complaints, has been emphasized too strongly. The point has been raised that the theories

of scientists in connection with transparent light will not work out in practice with pigments. One chapter, "The Source of briefly mentions the analysis of rays of light, stating that such study is of great scientific value, but that it contributes very little to the cultivation of the color sense, which, in fact, must be the object of all study in the subject. In this connection we quote from the text itself: "The physicist's aims are purely scientific. He tells us that a ray of sunlight, separated by means of a spectroscope into its component parts, shows red, green and blue-purple as the three elements which in various combinations produce all other colors. But the artist, the designer and the maker of dyestuffs and other coloring-matter can not make use of these physical elements of color. The artist, the designer, the decorator, the printer, the dyer, the house painter, the teacher, the pupil, the citizen, is dependent for color expression not on rays of light, but upon pigments. . . Shall we teach a false color theory? By no means. Let us teach a theory that can be proved through the use of pigments in the color world in which we live. The so-called red, yellow and blue theory seems the simplest

and most widely used and understood, and the most practical for educational and general purposes that has yet been devised. In the explanation and demonstrations which follow, let it be borne in mind that pigments are the media employed and that it is the intelligent use of pigments in their manifold forms that

will best develop color appreciation."

Chapter headings which give an insight into the character of the work are: "A World of Color," "The Source of Color," "The Primary Colors and Their Uses in Design," "The Binary Colors and How to Use Them," "Color Values: Tints and Shades," "Complementary Colors and How to Use Them," "Neighboring or Analogous Colors," "The Color Triad and the Split Complement," "Color in Various Degrees of Intensity — or Grayed Colors," "The Psychology of Colors," "Color Harmonies in Costume," "Color Harmonies in Interior Decoration" and "Color in Commercial Design."

The text is profusely illustrated with plates of tipped-on color chips, diagrams, etc. These aid materially in a clear

comprehension of the text.

While contrary, in large measure, to the Munsell system, which has gained wide recognition of late and which is to be exploited in a series of articles by E. C. Andrews in this magazine, beginning next month, this work should prove helpful to printers generally. The study of the two theories in combination might enable the student to gain a broader knowledge of the subject, as, from a study of this book and after frequent discussions with Mr. Andrews regarding the Munsell System, we must candidly admit the representatives of both schools have advanced good arguments to back up their theories and practices. We find it difficult, however, to reconcile ourselves unreservedly to a theory which in effect claims that yellow may be produced from a combination of red, green and blue-

"The Theory and Practice of Color," by Bonnie E. Snow and Hugo B. Frælich. Published by The Prang Company, New York and Chicago. Price, \$3; postage, 15 cents extra. May be secured through The Inland Printer Company.

"Brazilian Markets for Paper, Paper Products and Printing Machinery."

Under the above title the Department of Commerce, Bureau of Foreign and Domestic Commerce, has issued in pamphlet form an extensive and illuminating report setting forth the opportunities for American manufacturers of paper, paper products and printing machinery and supplies. The report is the work of Robert S. Barrett, special agent, who has prepared a number of other similar reports on different parts of South America. That Mr. Barrett has made a very extensive investigation of the field covered in the report is evident from its completeness and the wide range of information given. Starting with a description of the country, the report sets forth the chief cities and their importance in the paper trade, then covers foreign trade, recent economic conditions, extent and requirements of markets, future of trade and position of the United States, methods of purchasing, conditions in the printing industry, and a large number of other subjects.

To American manufacturers of these products the report presents valuable information regarding the steps to be taken, why they should be taken, and how to take them, in order to secure the trade in Brazil and to meet competition from other sources. The report also should be of great interest to students

of the printing and allied trades in other countries.

Copies may be secured by sending 10 cents, money order or coin, to the Superintendent of Documents, Government Printing Office, Washington, D. C. Ask for Special Agents Series, No. 171, "American Markets for Paper, Paper Products and Printing Machinery in Brazil."

THE AD AND THE MAN.

He saw an ad from day to day And muttered: "I defy it; Their stuff may be just what they say, But I'm not going to buy it. As time wore on he made remarks It would not do to mention, For he was mad because that ad Was forced on his attention. But in a week, or two, or three, He said: "There's no denying The way that ad gets hold of me The stuff may be worth trying." For just about a fortnight more He dared mere words to win him, And then the ad completely had Aroused the spender in him. Next day he drifted in a store And quietly expended A few big iron dollars for The stuff the ad commended. He found it filled a long-felt need; Its excellence surprised him. And now he's glad because the ad So deftly hypnotized him. -Jas. J. Montague.

TEN WAYS TO CONVEY IDEAS.

If I were to reduce my principle of idea conveying to a creed it would run something in this fashion:

1.— The nerves from the eyes to the brain are many times larger than those from the ears to the brain. Therefore, when possible to use a picture instead of words, use one and make the words mere connectives for the pictures.

2.- Confine the attention to the exact subject by drawing outlines and putting in the divisions; then we make certain

that we are all talking about the same thing.

3.—Aim for dramatic effects either in speaking or writing study them out beforehand. This holds the attention.

4.— Red is the best color to attract and hold attention, therefore use plenty of it.

5.— Few words—short sentences—small words—big ideas.

6.—Tell why as well as how.

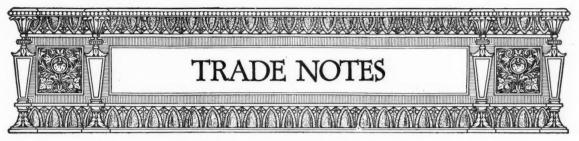
7.—Do not be afraid of big type and do not put too much

8.-Do not crowd ideas in speaking or writing. No advertisement is big enough for two ideas.

9.—Before you try to convince any one else, make sure that you are convinced, and if you can not convince yourself, drop the subject. Do not try to "put over anything."

10.—Tell the truth.

By John H. Patterson, President National Cash Register Company.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

George B. Justice Leaves Public Office.

George B. Justice, for some time Assistant Commissioner of Labor and Printing for the State of North Carolina, is now connected with The Commercial Printing Company, Raleigh, in the capacity of general superintendent. Mr. Justice, we are informed, is one of the most capable printers in the South, and, while many regret his leaving the State's service, an equal number welcome him into his new activities.

Ralph S. Dunne With A. H. Sickler Company, Philadelphia.

THE INLAND PRINTER has received a communication signed by Edward C. Richter, treasurer of the A. H. Sickler Company, printers, 514-520 Ludlow street, Philadelphia, Pennsylvania, to the effect that Ralph S. Dunne has joined the executive force of that company. Mr. Dunne was formerly Montreal representative for Bridgens, Limited, then sales manager for the Oswald Press, and later with the Cheltenham Press, the last two firms being located in New York city. He is well known in eastern printing circles.

P. L. Amon Joins Forces of W. R. Grace & Co.

P. L. Amon, formerly purchasing agent for Robert Gair Company, printers, lithographers and paper box makers, Brooklyn, New York, is now in the paper section of W. R. Grace & Co., assisting D. G. Coimbra to build up a larger export paper business all over the world, where, we are informed, the Grace organization is quite strong. In the letter from W. R. Grace & Co. informing us of Mr. Amon's new connection, we are advised that large orders are continually coming in from South America, Japan, India, Cuba and Mexico.

Francis MacDonald Sinclair.

Francis MacDonald Sinclair, one of the best-known manufacturers in America, and a great expert in the production of ink, died Sunday, December 15, at his home, 310 West 104th street, New York city, after a long illness. Mr. Sinclair, who was head and founder of Sinclair & Valentine Company, a celebrated firm, was born in 1865.

In 1870, Mr. Sinclair entered the service of the Anchor Line Steamship Company, the first agent of which was Francis MacDonald, for whom Mr. Sinclair was named. Subsequently, interesting himself in manufacturing, he started with Theodore S. Valentine,

a practical ink manufacturer, an enterprise which was successful from its inception. It is a firm built upon character, as well as ability.

Guy U. Hardy Elected Congressman.

Country newspaper publishers, and particularly those forward-looking publishers who are members of the National Editorial Association, will be gratified to learn that



Guy U. Hardy.

Guy U. Hardy, president of that organization and publisher of the Canon City (Colo.) Daily Record, has been elected to Congress. It is also pleasant to learn that Mr. Hardy depended for his success on newspaper advertising. The fact that he won by a splendid majority emphasizes the value of newspaper publicity.

Mr. Hardy is one of the most prominent men in the affairs of the National Editorial Association, the culmination of his long period of service to the publishing fraternity being his election as president of that organization at the Hot Springs convention last June. At home, too, he has been active in patriotic work. He has also been a great traveler, having thoroughly covered not only the United States but Alaska, Canada, Mexico and Cuba as well. Stories of his travels, from his pen, have gained wide circulation and are much admired.

Martin Heir Now Secretary of Grand Rapids Printers' Association.

Martin Heir, who has for a number of years been a frequent contributor of valuable articles to the pages of THE INLAND PRINTER, has left Chicago to take up the work as secretary of the Grand Rapids Printers' Association. In a recent letter advising us of his change, Mr. Heir states that he finds his new work quite interesting. "Our association was organized in October with twenty-three members," states Mr. Heir; "It has now grown to forty, which means that ninety-seven per cent of all the printers in Grand Rapids belong to the organization. In the short time the association has been in existence it has improved conditions wonderfully. What was before a cut-throat proposition has now taken on the form of the wolf and the lamb grazing peacefully together. And I hope to keep it this way for some time to come.

This is but another instance of the rapid growth of organization work among the printers, and it typifies the results that can be accomplished by working together for the benefit of all.

The Whitaker Paper Company Stops Freight Rate Increase.

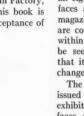
A proposed increase in freight rates on printing-papers, cover-papers, writings, bonds, etc., averaging thirty-five per cent, scheduled to go into effect South of the Ohio River on or about January 1, has been put aside by the Interstate Commerce Commission. The interesting feature in this particular case, however, is that, while the Commission held a series of hearings throughout the country, at which shippers of all commodities affected were to be given opportunity to appear and set forth reasons why such an order should not go into effect, no protest was made by or in behalf of the paper trade. It looked as though the increase would go into effect by default of the most interested parties, and a burden placed on the printer and other consumers, but, at the final hearing before Examiner Disque, Mr. Groom, representative of The Whitaker Paper Company, Cincinnati, Ohio, convinced the attorneys and officials of the Interstate Commerce Commission of the injustice of the proposed ratings, which were thereupon abandoned.

Here, indeed, is distinct service on the part of a splendid organization to its trade. It is unfortunate, however, that the printers do not more generally anticipate such contingencies and protest on their own account.

New Safety Device for Printers' Metal-Cutting Circular Saws.

C. N. Smith, with the David C. Cook Publishing Company, Elgin, Illinois, is the inventor of a new device that can be attached to any machine made for trimming or sawing electrotypes, stereotypes, half-tones, etc., which provides such complete assurance against accidents that it has been approved by all accident insurance companies. heavier the load the stronger it will grip, and the more it wears the more secure it becomes.

The company, the office address of which is 711 Transportation building, Chicago, has just published and is now distributing a useful thirty-two page book entitled "How to Save Handling Expense in Factory, Warehouse and Stockroom." This book is not a catalogue in the general acceptance of



Showing New Safety Device Attached to Saw.

The device, which consists of a long arm terminating in a guard, which fits over the exposed part of the saw, is made of plate glass and metal, so that the work is always visible and the eyes protected from flying chips, while the fingers of the operator are thoroughly protected by the cleverly constructed device. The guard is so constructed as to be automatically adjustable for all classes of work, therefore the provisions for safety do not detract from efficiency and speed in operating the saw.

Mr. Smith, whose address is 565 Douglas avenue, Elgin, Illinois, will be glad to answer all inquiries concerning his safety device, and he is prepared to send inquirers illustrated literature which constitutes a thorough description of it.

New Models in Barrett Lift-Trucks.

Two new and improved models of lift-trucks are now being offered by the Barrett-Cravens Company, Chicago, manufacturers of the widely known line of Barrett lift-trucks. The new models are referred to as "H" and "Y" models, and are for loads of five thousand pounds. The "H" model is twenty inches wide, designed particularly for heavy, narrow loads in congested quarters. The "Y" model is twenty-seven inches in width and is intended for bulkier loads. Both models are built in 42-inch, 48-inch and 60-inch lengths, or longer on special quotation, and their heights when lowered are 7, 9 or 10 inches — or higher on special quotation.

The manufacturer claims that these new models set a new standard of design and workmanship in lift-trucks. In the lifting mechanism, the handle connects directly into the upper frame, there being no connecting links to break, or become loose, or get out of order. The handle automatically disengages from the upper frame when the load is raised, and remains upright, if desired, when the truck is not in use, or drops to fifteen inches from the floor. The automatic safety lock which holds the load in the raised position is built of cold-drawn, case-hardened steel, and the manufacturer claims that the

the term, but an authoritative compendium of facts compiled by real inside transportation experts. It is filled with much data that is of vital interest to any manufacturer or production man, and describes in detail the modern development of the lift-truck as a means of handling material in factories, warehouses and stockroom. Copies will be mailed to those who desire them.

Display Composition From the Linotype Keyboard.

Ever growing, always improving the printing business, the Mergenthaler Linotype

display composition with the same facility as straight matter, and the company informs us that it will reduce hand composition above eighteen-point eighty per cent.

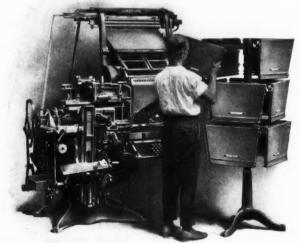
As will be seen in the accompanying illustration, the Model 20 is equipped with special short magazines that accommodate all eighteen and twenty-four point linotype faces and many of the thirty-point. The magazines, which are light and compact, are conveniently kept on a revolving rack within arms' reach of the operator, as can be seen in the illustration. We are told that it requires less than half a minute to change from one to another.

The Mergenthaler company has recently issued a portfolio comprising an attractive exhibit of the several linotype typewriter faces and corresponding characters, both separately and by means of specimen-letter inserts. The portfolio also contains a well-illustrated explanation of the way to space the matrices in order to reproduce the irregular right-hand margins characteristic of the typewritten letter.

Literature concerning the new Model 20, as well as the typewriter type folder, may be secured by addressing the Mergenthaler Linotype Company, Tribune building, New York city.

Newspaper Mailer Made of Aluminum.

Through the medium of an effective mailing-folder Chauncey Wing's Sons have announced the perfection of a new newspaper mailing-machine which is now available for publishers of newspapers. The essential difference between this new machine and other hand-operated label-pasting machines is in its weight, as the new Wing aluminum



The New Model 20 Linotype Machine for Setting Display Matter from the Keyboard, with Short Magazines for Holding Display-Type Matrices.

Company strikes ten, it seems, with the announcement that its Model 20 is ready. While this new model represents no radical departure in linotype construction, resembling closely the popular Model 5, it marks another forward step in the field of all-slug composition. It is designed to handle the larger faces required for advertising and

mailer weighs only two pounds. From a mechanical standpoint this machine is quite similar to other Wing-Horton mailers, although in it some of the bearings have been enlarged to insure longer use. The frame and all castings to hold bearings and gears are cast in one piece, which should materially increase its strength and at the

same time do away with the trouble sometimes experienced with machines having soldered joints. Since girls and young boys are generally employed in the small offices to operate mailing-machines, the light weight of the new Wing aluminum mailer should permit greater speed in mailing with less physical effort.

The mailer is made in six sizes to accommodate different widths of strips made necessary by variations in length of lines required for mailing-lists. These vary from 1½ inch in the No. 1 to 3½ in the No. 6.

Publishers who are interested can secure complete descriptive literature, as well as prices, by addressing Chauncey Wing's Sons, Greenfield, Massachusetts.

Flint, Michigan, Printing-Concern Enjoys Steady Growth.

It is encouraging at the conclusion of stressful times such as we have just passed through to chronicle growth in the printing business. We are enabled thereby to breathe easier and to look to the future with greater assurance. Information that The Flint Printing Company, Flint, Michigan, has moved into a two-story building, 200 by 5 reet, built especially for the company's requirements, is gratifying to say the least. In addition, considerable new equipment has been added, including a two-color Miehle press, which was required to handle an increased volume of catalogue work and other fine printing.

Harry Wyagle, formerly of the Cargill Printing Company, Grand Rapids, Michigan, has joined the organization in the capacity of vice-president and general superintendent of the plant.

George A. Barnes, who is largely responsible for the growth of the business from a plant of only three platen-presses six years ago, remains with the company as president and general manager.

New Officers of Franklin-Typothetæ of Chicago.

The work of the Franklin-Typothetæ of Chicago has been proceeding with remarkable success under the efficient leadership of the president, John W. Hastie, and his coworkers. The membership during the past year has increased greatly, and the attendance at the regular monthly meetings has been the largest in the history of the organization. The statement recently made by an outsider to the effect that it was the work of the organization, and the fact that it has been in existence, that has brought the printers of the city through the trying times without any failures reflects great credit upon the officers, and also proves the worth of organized effort.

In recognition of his efficient work during the past year, Mr. Hastie was re-elected president for the coming year. The other officers are J. A. Singler, vice-president, and W. E. Faithorn, treasurer. Executive Council: Daniel Boyle, S. B. Weinberger, H. W. Campbell, Benjamin P. Branham, E. J. McCarthy, S. T. Jacobs, W. P. Johnston and P. J. Mortell.

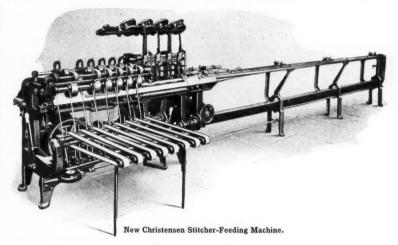
The officers of the four divisions comprising the organization are as follows: Franklin Division — Daniel Boyle, chair-

man; S. B. Weinberger, vice-chairman. Typothetæ Division — H. W. Campbell, chairman; Benjamin P. Branham, vicechairman. Trade Composition Association

chairman. Trade Composition Association — E. J. McCarthy, chairman; S. T. Jacobs, vice-chairman. Blank Book, Loose Leaf, Rulers and Edition Binders — W. P. Johnston, chairman; P. J. Mortell, vice-chairman.

The standing committees are as follows: Trade Matters — W. J. Hartman, chairman; O. A. Koss, vice-chairman; F. B. Cozzens, William Eastman, Thomas H. Faulkner, John J. Ho'mes, Arthur J. Lloyd, Edwin Christensen Machine Company, of Racine, Wisconsin, calling attention to the new stitcher-feeding machine shown in the accompanying illustration.

Mr. Christensen has had more than fifteen years of experience in designing feeding-machines for stitchers, and this new machine is the outgrowth of these years of study and experimenting. The principal claims he makes for his new feeder are perfection in quality of work combined with quantity, and simplicity of adjustment. Mr. Christensen has withheld announcement until he was



Lennox, John J. Miller, James H. Rook, James H. Walden and H. A. Barry.

Membership — E. E. Laxman, chairman; E. W. Kirchner, vice-chairman; D. W. Dryburgh, J. L. Strauss, Harlo Grant, H. H. Rosenberg, J. L. Schmitz, John J. Smith, W. F. Barnard, F. J. Hagen, F. A. Knipschild, W. R. Saul.

Credit — James S. Arcus, chairman; J. C. Kirchner, vice-chairman; Norton S. Brookes, M. H. Kendig, William F. Bazner.

Cost—J. Harry Jones, chairman; P. L. Tallman, vice-chairman; N. M. Johnson, D. H. Mallalieu, R. J. Kane, J. W. Hutchinson, R. A. Morgan, E. W. Smith, R. B. Barton, George A. Kinney.

Legislation — James Hibben, chairman; T. E. Donnelley, vice-chairman; H. W. Campbell, Cecil Emery, Harry Hillman, W. H. Gifford, W. F. Whitman, W. P. Dunn, L. C. Rogers.

Entertainment — William Sleepeck, chairman; L. Wessel, vice-chairman; Charles H. Kern, M. Kallis, James T. Igoe, H. L. Ruggles, H. A. M. Staley.

Publicity and Education — Toby Rubovits, chairman; E. F. Hamm, vice-chairman; O. E. Dallas, F. A. Poole, T. S. Quin.

The New Christensen Stitcher-Feeding Machine.

Now that the difficulties caused by the war conditions are being removed, manufacturers are going ahead with renewed spirit and are bringing out new developments in machines and devices upon which they have been working and which it was necessary to hold up for the time being. Among the announcements of new devices which have been received of late is one from The

himself fully satisfied with the perfection and commercial success of his new feeder, and he now states that it has been worked down to such a fine point that small commercial runs of saddle-stitching can be handled on it profitably, and it is a distinct time-saver on long runs.

Space prevents a complete description of this new feeder, and inasmuch as descriptive illustrated literature is now in course of preparation those who are interested can secure this by addressing Mr. Christensen at the address given.

Joseph A. Borden Addresses the Philadelphia Craftsmen.

On Thursday evening, December 12, the quarterly meeting of the Philadelphia Club of Printing-House Craftsmen was held in the Blue Room of the Hotel Bingham.

Among the well-known guests were Joseph A. Borden, National Secretary of the United Typothetæ of America; William F. Fell, president of the William F. Fell Company; Franklin W. Heath, secretary of the Typothetæ of Philadelphia; Arthur Cole, of the William F. Fell Company; Horace W. McFetridge, of John H. McFetridge & Sons, and president of the Typothetæ of Philadelphia; Al Como, of the Keystone Type Foundry Supply House; R. E. Tweed, of the Franklin Printing Company, and John Hill, secretary of the Baltimore Master Printers' Association

Short addresses were first made by retiring president Ray Miller, Messrs. Heath, McFetridge and others. Then Mr. Borden began his excellent talk on "Constructive Reconstruction of the Printing Industry." The speaker explained the "Three-Year

Plan" of the United Typothetæ of America, and went into detail showing the splendid work which has already been accomplished by the national organization. He went on to say that the time has come when it is absolutely essential for the printers - both employers and employees — to get closer together for the purpose of solving the great problems which confront the industry at this after-the-war period; that "now is the appointed time" for all master printers of the United States to organize, to know their costs of production, and to get decent prices for their work. Mr. Borden explained that the United Typothetæ of America has engaged many experts in cost systems, advertising and salesmanship, and that these experts are now ready to teach the printers who need such knowledge. He took pains to illustrate by means of specimens how the master printer can create new business by suggesting business-building ideas to his customers. The United Typothetæ is now in a position to teach printers the practical side of advertising and selling.

The nomination and election of officers for the new year showed the following result: President, Oscar Hale; vice-president, Harry M. Blaetz; secretary, Norman E. Hopkins; treasurer, Justin Miller. Board of Governors: George W. Umpehent, Edward Magee, Kurt Volk, William Maginnis, Lafayette Cates and William Jennens.

Walter W. N. Righter Is Now Lieutenant Righter.

Walter W.N. Righter, advertising manager of the A. M. Collins Manufacturing Company, Philadelphia, has been commissioned a first lieutenant in the Personnel Division of the Adjutant-General's Department. Lieutenant Righter has been working for the Adjutant-General in Washington, having attended the Ninth School for Personnel Officers at Camp Meigs, Washington, District of Columbia, in August. He is a Princeton graduate, and for seven years has been the secretary of the Princeton Club in Philadelphia.

Denver News.

Conditions in the printing-trade of Denver have been fairly good considering all things. Business has been fair, although not good by any means. Prices have been raised to meet the advance in cost of labor and material. Every shop employing union labor has had to meet advances of from ten to fifteen per cent, while in open shops the help have had to be paid more. The price of machine composition has advanced, trade houses now asking 50 cents for six and eight point straight matter and 60 cents for ten-point matter. Time work has been advanced to \$2.40 per hour.

The midwinter meeting of the Colorado Editorial Association will be held in Denver, January 20 and 21. Among the speakers will be Wright A. Patterson, managing editor of the Western Newspaper Union, who will give an address on "The Responsibility of the Press in the Reconstruction Period." The Association will banquet the Governor, and the dinner will be followed by an old-fashioned dance. J. A. Barclay, of Grand Junction, is president and C. F. Wadsworth

of the Western Newspaper Union, Denver, vice-president of the Association. The midsummer meeting was not held this year owing to the many calls made on the members for meetings in connection with the Liberty Loan and War Savings Stamps campaigns.

Pneumonia, following an attack of the influenza, has claimed another prominent member of the printing and allied craft in Denver in the person of A. E. Stack, who had charge of the fancy stationery goods department in the shop of W. H. Kistler Stationery & Printing Company. Mr. Stack was taken ill on November 15 and died on November 21. He had been with his firm for a great number of years, growing up with it from a small establishment to the largest of its kind in the Middle West. The deceased was universally liked and respected, and his death is keenly felt, not only by a large number of friends and acquaintances, but especially by Mr. Kistler, who held him in very high regard as a faithful employee.

Standardization of all forms used in the seven States covered by the Mountain States Telephone Company is to be the aim during the coming year. Hitherto there have been 450 different forms used. These have all been standardized and reduced more than fifty per cent. Bids will be asked for the printing of the various forms in time to put them into operation before February 1. It is calculated that thousands of dollars a year will be saved the company by the contemplated standardization.

An interesting law case in now occupying the attention of the Denver courts. G. H. Mead Company, manufacturers of news-print paper, is suing the Denver Post for a balance due for white print-paper. The defendants have filed a counter claim for a large sum, claiming that the Mead company went into the paper trust, and, in violation of the Sherman antitrust law, raised the price of paper beyond any reasonable requirements because of the cost of material, labor, etc. The newspaper seeks to recover treble damages, which makes the amount involved over \$200,000. The case is attracting very wide attention, as leading newspapers throughout the country are suing paper manufacturers for sums aggregating over \$40,000,000.

Clint C. Houston, editor of the *Denver Labor Bulletin* for the past six years, has resigned and sold his interest to E. J. Hines, with whom he has been a partner, and will devote his time to editing "American Labor and the World War," upon which he has already been engaged for some time. Mr Houston will go to Washington, District of Columbia, in January, to complete the work. This will come from the press soon after the peace terms are written. It is estimated that the first edition will be one hundred thousand copies and that the book will comprise eight hundred pages.

The United States Recuperative Camp at Denver, which is known as General Hospital No. 21, is planning to have a printing school for soldiers who have returned wounded or in ill health. A course in printing will be one of the subjects taken up, and an up-to-date plant is likely to be installed.

Thomas L. Jacobs.

It is with sincere regret that we record the death of Thomas L. Jacobs, one of the leading printers of the Pacific slope, who passed away at Tacoma, Washington, September 22. The deceased was prominent in the craft, and at the time of his death was president of the newly formed Typothetæ in that city. Soon after his election to the office he was suggested for president of the local typographical union, but, owing to ill health, he declined the honor.

Born in Menasha, Wisconsin, August 28, 1866, Thomas L. Jacobs at the age of thirteen was apprenticed to the printing-trade in the office of the Waupaca (Wis.) News. From his native State he went to Tacoma in 1902, where he has resided for the past sixteen

Japan Journal Now Edited by Dean Williams.

Dean Walter Williams of the School of Journalism of the University of Missouri will depart soon for Tokio, Japan, where he is to found and edit the Trans-Pacific International Magazine of Finance and Economics, according to a report appearing in a recent issue of The Fourth Estate. It is said that while in the Orient Dean Williams will fulfil a mission for the United States Government in Russia, China and Japan. The Trans-Pacific Magazine is endorsed by government officials of the United States, Japan and China.

United States Government to Print Paper in Siberia.

The American Government is going into the propaganda work in Siberia on a pretty extensive scale, judging from information just received in Tokio, says *The Fourth Estate*. A newspaper press, to print sixteen pages at twenty-five thousand per hour, three linotypes and other material are on their way to Vladivostok from America. The proposed paper will be printed in Russian, and distributed free. Although the proposition will be financed by the United States Government it will probably be under British management. No advertisements will be printed in the paper.

R. J. Kittredge & Co., Chicago, to Erect Large New Plant.

One of the most important real estate transactions made in Chicago during the month of December was the purchase by R. J. Kittredge & Co., manufacturers of printed labels and wrappers, of a large tract of land in the southwest part of the city for the construction of a new and modern printing-plant. The property is located at the southwest corner of West Forty-seventh and Whipple streets. It was reported by the daily press that the Kittredge company paid \$100,000 for the site. The building will be constructed in units as the future growth of the company's business will require, although work on the initial structure will be started soon. This section alone, we are informed, will cost in the neighborhood of \$200,000.

The Kittredge company is at present located at 812-824 West Superior street, and has been in business in Chicago since 1888

THE INLAND PRINTER | WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 62.

JANUARY, 1919.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing-trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the lifteenth of the

In order to protect the interests of purchasers, advertisers of novel-ties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil hon-estly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for adver-tising space.

THE INLAND PRINTER reserves the right to reject any advertisement

FOREIGN AGENTS.

FOREIGN AGENTS.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSS & CO., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. Wimble & CO., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & CO. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer Free to classified advertisers. Remit 30 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank books, stationery, advertising leaflets, Constitutions and By-Laws, receipts, blank applications, etc., as needed during the year 1919, are invited. Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1919 of the Sovereign Executive Council. It being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World, Omaha, Neb., October 1, 1918.

STORE CARRYING OFFICE FURNITURE, filing cases, safes, steel equipment and general line of stationery for sale, entire or an interest; merchandise inventory from \$15,000 to \$18,000; book-accounts carried from \$6,000 to \$9,000; present sales, \$3,000 to \$3,500 per month; could be materially increased with sufficient capital; stock company; will sell as a whole or will sell merchandise and fixtures and turn over lease, or will sell to party with experience and ability, who will take charge, \$10,000 interest or more; good reasons for selling; should have not less than \$25,000 paid-in capital. J 772.

FOR SALE OR LEASE—In southern California, commercial job business; established nine years; average \$6,000 annual business without soliciting; live-wire man could readily increase it; city of 18,000 near Los Angeles; most prosperous city in southern California; owner wishes to quit printing business; reasonable terms; two presses and complete modern equipment; year closing best ever; most beautiful residence city in America, ideal climate; photographs, inventory and terms on application. J 777.

WANTED — One or two active partners with \$5,000 or more, having sales, printing, binding or paper-ruling experience, to join me in purchasing on very liberal terms. loose-leaf manufacturing concern in one of the largest cities in the Middle West, capitalized at \$50,000, earning 25 per cent; owner retires, ill health. J 768.

FOR SALE — Job plant, two Gordons, Kimble motors, 26-inch cutter, cabinets, type; fine shape, low expense; chance for printer with little money to get established business; have taken rubber-stamp shop and can't handle both. Write at once. W. E. MILLER, 40 E. Colorado st., Pasa-

FOR SALE — Will sell all or half interest in only county paper and job-shop; in latter case only practical printer need apply; no speculators wanted; if you haven't got money, don't answer; I'm not a practical printer. J 782.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

FOR SALE.

FOR SALE.—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour; machine in perfect condition, has never been used; possession at once. Also one Kidder 30 by 30 inch rotary press printing two colors on the face and one color on the reverse side of the web, for electrotype plates. Also one 36 by 48 inch one-color Kidder roll product rotary wrapping-paper press, one 36 by 48 inch Kidder two-color roll product rotary wrapping-paper press, one 36 by 48 inch Kidder two-color roll product rotary wrapping-paper press, printing two colors on one side of the web and one color on the other side, sheet delivery. Also one Kidder 12 by 26 inch perfecting press, with multiple feed and cut and slitting attachments, thoroughly overhauled, quick delivery. GIBBS-BROWER CO., 261 Broadway, New York city.

FOR SALE AT A SACRIFICE — 20 Mergenthaler linotypes, Model 1, used by the Chicago Herald until its recent merger with the Examiner; will set 5 to 11 point; good working condition; \$500 each; early buyers get choice. FANTUS BROTHERS, 525 S. Dearborn st., Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS



Send for booklet this and other styles.

Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency, Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. 60 Duane Street From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE — One Scott No. 3 offset press, size sheet 34 by 46, size of work 33 by 45, 3 sets of rollers, equipped with U. P. M. feeder, practically new; one Parks lithographic transfer press, size of bed 44 by 68, size of sheet 40 by 60, practically new; one Parks double medium geared lithographic press, size of bed 29 by 44, also equipped with gelatin attachment; three lithographic presses, direct drive, size of bed 24 by 23, also equipped with gelatin attachment; one Multiplex display fixture, No. 1, leaves 4 by 7 feet, giving 1,400 square feet display area, with electric light attachment. GUBELMAN PUBLISHING CO., Newark, N. J.

FINE GOSS PRESS FOR SALE — Good as new and for sale on terms that will please you, Goss Straight Line press, 7 or 8 columns; will print 4, 8, 12, 16 or 20 pages; capacity 12,000 papers per hour; two-color deck with stereotype equipment; has non-offset attachment; an opportunity here that it will pay you to investigate if in the market for a press; come see it in actual operation in our plant and convince yourself that we are offering an excellent machine at a very attractive figure. Write us today for cut of press and further particulars. GOSPEL TRUMPET COMPANY, Anderson, Ind.

FOR SALE — One Standard monotype equipment, consisting of casting-machine with latest improvements for composition and display-type making; one each of 6, 8, 10 and 12 point "E" molds, one "Y" mold, one "U" mold; 12 matrix-eases complete and extra matrices; one D. D. keyboard with lighting attachment; air compressor, motors and tools; machines in excellent condition and may be seen in operation. WELLS & COMPANY, 2501 S. Dearborn st., Chicago.

ON ACCOUNT of having purchased a small local plant, we have for sale four Kelton plate-presses and four King hand stamping-presses; also have some fine greeting-card dies and plates for sale; will sell at a bargain. HARCOURT & CO., Louisville, Ky.

FOR SALE — Optimus book and job press, 4 rollers, bed 29 by 43, price \$800; Colt's Armory, 13 by 19, price \$190; Sanborn 34-inch power cutter, \$75; presses in operation and in good condition. POWERS-TYSON PRINTING CO., Grand Rapids, Michigan.

FOR SALE — One Beck card-cutter, with 11 rotary knives, in good condition. For price and terms address C. F. HOECKEL BLANK BOOK & LITHO. CO., 1700 Lawrence st., Denver, Colo.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSPEH E. SMYTH, 638 Federal st., Chicago.

FOR SALE — Rutherford one-color collapsible tube-printing machine; practically new, has been used but few months for light experimental work. Write quick to box J 751.

GOSS FOUR-DECK, single-width press for sale; two folders, 4 to 32 pages, 6, 7 or 8 columns; equipped with Kohler system. J 730.

FOR SALE - Linotype, Model 5; good condition. J 738.

HELP WANTED.

Advertising Solicitor.

ADVERTISING SOLICITOR WANTED — One who can go out in a city of 80,000 and get the business for good live morning daily just starting; must furnish good references (originals only) which will be returned if desired; best wages will be paid to man who can get the business; excellent field to work in. THEO. C. PERRY, Wichita Apartments, 231 S. Lawrence, Wichita, Kan.

Bindery.

WANTED — An all-around bindery man for foreman of small bindery doing a general class of blank-book and loose-leaf work; want a capable man; must be competent to handle ruling-machine when without ruler; 48 hours, progressive shop, good working conditions. KING PRINTING CO., Bristol, Tenn.

WANTED — An all-around bookbinder, or a man that is a good ruler and can forward. CASPER BOOK MFG. CO., Walla Walla, Wash.

WANTED — An A-1 binder-superintendent; must be all-around, A-1, with best references. J 767.

Composing-Room.

WANTED — Working foreman for composing-room working two floor men and a machine operator; must know how to lay out work and O.K. press-sheets on first-class catalogue and color work; want a man with ability to force work through at the lowest cost; also first-class job-printer. J 770.

HIGH-GRADE COMPOSITOR who will deliver quality and quantity on direct advertising or regular commercial work, or both; union; willing to pay what you earn. McCORMICK-ARMSTRONG PRESS, Wichita, Kan.

WANTED — Two-thirder; opportunity to finish trade in modern job-shop, under first-class printer, and where you will be treated right; city of 16,000. J 781.

WANTED — First-class, artistic, swift job-printer; good salary. STAND-ARD PRINTING COMPANY, Waco, Tex.

Pressroom.

WANTED — Pressman to operate Kelly and job-presses with Miller feeders; must be able to produce on first-class half-tone and color work; a man that can force the work through, making his help produce as well as himself. J 771.

WANTED — Reliable platen pressman; good opening, steady work; must be thoroughly competent; one experienced with Standard Auto-matic press and some knowledge of composition preferred. J 759.

Salesmen.

WANTED — One live, hustling printer in each localty to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

INSTRUCTION.

LINOTYPE INSTRUCTION — 17 Mcrgenthalers; evenings, \$5 weekly; day course (special), 9 hours daily, 7 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-137 East 16th st., New York city.

MISCELLANEOUS.

THE M. ROTSAERT BORDER-MITERING JIG can be adapted to any circular saw and miters accurately different lengths of rule, border, etc., in one cut of the saw; saves 1,400 per cent minimum in labor and does 100 per cent perfect work; easy to operate; the real thing for offices where non-distribution system is in operation. For further information, write MED. J. E. ROTSAERT, 66 Union block, Portland, Ore.

SITUATIONS WANTED.

Bindery.

SITUATION WANTED — Bindery foreman; understands and can operate folding, cutting, gathering, Smythe sewing machines, etc.; catalogue and case work; can oversee blank books; 31 years, married, best habits, references. J 778.

Composing-Room.

JOB-COMPOSITOR AND STONEMAN, who expects to be discharged from the army at an early date, would like to locate in the Eastern States; prefer a medium-size exclusive job-printing plant that handles a good class of work; age 30, union; capable of taking charge of mechanical end of plant; references can be furnished. J 780.

MONOTYPE MACHINIST, union, first-class mechanic, seeks change; can take charge of any number of machines; best references; married; must be permanent. J 656.

Managers and Superintendents.

A BUSINESS-BUILDER, open for engagement February 1, either as sales manager, plant manager or superintendent; understands men, methods and machinery; can analyze a situation and handle each department's problems as an individual situation and get maximum results from the organization as a whole; a practical printer, 43 years of age, who means business all the time; clean, capable and successful; now superintendent, estimator and buyer large plant in Middle West; will go anywhere. J 661.

SUPERINTENDENT — Thorough, practical man; full knowledge of printing in all branches; believer in costs and systems; experience, 26 years; now superintendent of plant doing finest work; desires, for reasons, to change for permanent position with A-1 printing-house; good executive, dependable, no booze or smokes; married, with family. J 779.

SUPERINTENDENT OR FOREMAN—A practical printer of exceptional executive ability: will be open for engagement after January 1; desires the supervision of a large plant doing the better class of printing. J 773.

POSITION as superintendent or manager by a man with a thorough knowledge of the business. J 669.

Miscellaneous.

EXPERIENCED university-trained executive and accountant and practical printer desires connection with reliable concern; come at once. J 739.

Pressroom.

POSITION WANTED by first-class cylinder pressman; 15 years' experience, five as foreman; can handle highest class color and half-tone work; 30 years old, married, steady, union. J 774.

SITUATION WANTED as foreman of pressroom; at present employed, but seek a change; process, half-tone and magazine experience. J 775.

WANTED TO PURCHASE

WANTED — Harris single-color E-1 envelope-press; state serial number and price. J 776.

PROCESS ORK —and Electrotyping

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08, Specimen copies can also be obtained from The Inland Printer Company upon request, A limited space is available for approved advertisements; for scale of charges apply to the Publishers

The Journal for all up-to-date Process Workers Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

NOTICE TO INK MANUFACTURERS — Is there an inkmaker manufacturing gold and silver printing-ink (not bronze powder and varnish) ready for printing as it comes from the can, like red, black, etc.; a gold and silver ink that will print on uncoated stock, a calendered bookstock, and give bright results printed on a New Era, 6 by 6, Multicolor label-press averaging 6,000 impressions per hour? We expect to pay for all samples sent, but do not send samples unless guaranteed to give satisfaction. NICHOLSON, LIMITED, Second av. and Arbutus st., Vancouver, Canada.

WANTED — Secondhand Kidder or New Era roll-feed bed and platen presses, of any size or type, with or without special attachments. GIBBS-BROWER CO., 261 Broadway, New York city.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1919; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black

CABOT, GODFREY L .- See advertisement.

Casemaking and Embossing.

SHEPARD, THE HENRY O., COMPANY, 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting-Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Cylinder Presses.

BARNHART BROTHERS & SPINDLER - See Typefounders.

Electrotypers' and Stereotypers' Machinery.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40e, 6 for 60e, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

Job Printing-Presses.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. equipment for printing-presses and allied machines a specialty.

Name-Cuts.

NAME-CUTS — Have an attractive Name-Cut made. For all printing purposes. Letter-heads, cards, advertising, checks, envelopes, etc. Send for circular of designs. SYNDICATE CUT CO., 16 E. 23d st., New York.

Numbering-Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Paper-Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown and Carver and Ontario.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating-machines of all kinds, styles and sizes.

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printers' Rollers and Roller-Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Mortimer st., Rochester, N. Y.

WILD & STEVENS, Inc., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Supplies.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER - See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Punching-Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching-machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Rebuilt Printing-Presses.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Roughing-Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job-press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, both blank and printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. We do not solicit business from your customers, but from you. You take the order, we make and print the tags for you. By specializing in the production of printed tags for every business, we can execute orders cheaper than you could produce the same work. Send for particulars regarding our plan, then look about you and get the tag business of your town. There is a generous profit in this for any printer who is a salesman, and the Denney plan requires no outlay and no investment for equipment. Write us. DENNEY TAG CO., West Chester, Pa.

Typefounders

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Riehmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha,

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire-Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

"One of the Few Good Things Which Come to the Printer in a

Lifetime."

So writes the Tucker Printing House, Jackson, Miss., regarding

Imprint Matrix Slides

A new imprint for every job, of distinctive style, cast upon your linotype or intertype. Saves time. Saves type. Particulars and prices in booklet containing complete information.

Imprint Matrix Co., P. O. Box No. 965, Charlotte, N. C.

6873

The Productimeter

in printing plants all over the country has eliminated all possibility of mis-takes in counting production. Let us send you one on 30 days' free trial. Attachments for any platen press.

Write for new catalog No. 41 DURANT MFG. CO., Milwaukee, Wis.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs.
We specialize in repair parts for Campbell Presses and counters for printing
presses. Expert repair men for all makes of presses sent to your plant.

New York Office: 21-23 Rose Street. Works: Brooklyn, N.Y. Avoid delay when in need of repairs by sending orders direct to office.

GODFREY L. CABOT, Boston, Mass.

939-942 Old South Building AUK (PN) ELF B. B. B. VULCAN MONARCH KALISTA

KEYBOARD PA

for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.

New York Office: 320 Fifth Avenue

Horgan's Half-Tone and Photomechanical Processes

By STEPHEN H. HORGAN

Editor of "Process Engraving" Department of The Inland Printer

A reference book for All phases of photoas a text-book for the student.

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ERE is a scene common in every printing plant and heartbreaking to every printer. Whenever a printing job is not carefully figured for standard size sheets, "cutting to waste" becomes necessary. The printer sees pounds of valuable paper trimmed away, simply because a customer was wanting in foresight.

The man who plans his catalog or booklet to cut from a standard size sheet of paper is conserving. It is the fellow who decides to issue a twenty-eight page catalog, say 9 x 9, without once considering whether or not this will involve "cutting to waste" that needs reforming. His order may be a small one, the waste involved if pointed out to him may seem small. But multiply him by ten thousand and we see the serious side of this "what little I am wasting won't make any difference" attitude.

Odd and unusual size printing, results every time in one of two kinds of waste.

Either good paper must be trimmed and thrown away or, in case of a large order, the paper mill must stop and reset its machinery for a special run. Every time a special size run of paper is made for you, the total production of paper mills on standard sizes is reduced by one or two tons. Every printer, when dealing with the buyer of printing, will render a real service by showing the advantage gained by planning for a page size that will cut economically from a stock size sheet, such as, 25 x 38; 28 x 42; 32 x 44, and others with which he is familiar.

Every printer is also familiar, and favorably familiar, with the entire line of Warren's Standard Papers.

The Warren Suggestion Book, which shows these papers, will acquaint you with them thoroughly and interestingly. It is sent on request to buyers of printing, to printers, engravers and their salesmen.



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- ¶ Office forces of America are rapidly adopting and demanding Howard Bond for their complete stationery requirements.
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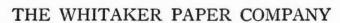
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HEREVER executives gather to discuss catalog paper, White Mountain Enamel speaks for itself. No salesman could urge its adoption more eloquently than do its own smooth, white surface and the uniformity and strength of its texture.

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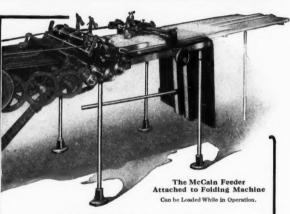
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You can't average maximum production on those machines by hand-feeding. You can secure top speed all the time, though, if your folders are equipped with

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Let us tell you of records made in well-known plants with the aid of these mechanical feeders.

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Numbering Machines are a good investment



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They can be used on your printing presses and lock up the same as type—and where the space will permit, the numbering can be done at the same time as the printing.

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The variety of speeds obtainable with the



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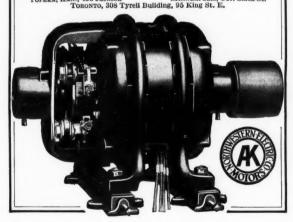
Furthermore, each reduction of speed carries with it a corresponding decrease in current consumption.

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Parsons Papers Are Standard - Look for the Trade Mark.



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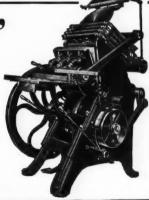
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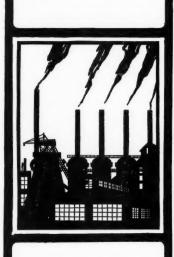
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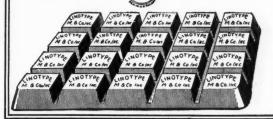
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Proposals are invited for the printing and furnishing of all blanks and printed matter, other than our official publication, to be used by this society during the coming year; also for the furnishing of lodge regalia, pins, etc., for the year 1919. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in February, 1919.

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DORA ALEXANDER, Supreme Clerk.

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Whether you are an employer or employee, foreman or apprentice, or simply interested in printing from the "user's" standpoint, you will find at least one book listed in this catalogue that will be worth many times its price, in the practical suggestions it offers for making your work easier and more profitable.

THE INLAND PRINTER CO.

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AND ITS APPLICATION TO PRINTING

By E. C. Andrews

'HE author's complete understanding of the difficulties that commonly beset the printer in obtaining satisfactory results in colorwork has enabled him to put into this book much of great practical value.

The thorough way in which the author treats the subject has been praised by authorities in all parts of the country.

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will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used withwhich can be used with-out injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

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By JOHN J. PLEGER

Any printer can get information from this set of books that will save him trouble and money, especially if he has to rely upon others to do his binding.

Send for booklet giving contents, sample pages and other details.

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One man with a REVOLV-ATOR will often do the work of two or three men in piling barrels, cases, bales, etc. The REVOLVATOR saves time,

Put your piling problem up to us. WRITE FOR BULLETIN NO. 1-42.

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written and artistically gotten
up. I congratulate The Inland
Printer on the work."

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There Is Great Value for every participant in the following contest

The study of several styles of presentation of an article or subject affords comparison of typography and argument that is certain to be helpful to every printer.

I WILL GIVE IT AWAY

Read my advertisements in *The Inland Printer* of last June, July, September, October and December, and compare them; then write me which advertisement appeals to you as being the best and why—send your letter to my office before February 1. I will be the judge and will fearlessly and impartially award to the person whose letter I consider the best a choice of one of the following articles:

Six M. & W. Patent Job Locks

T-B Safety Guard for C. & P. Press Burch Perforator, any size up to 12 inch Set Expansion Roller Trucks for C. & P. Grant Display Fixture

Perfect (metal) Cutting Stick

Add a P. S. to your letter stating your choice of present and size of press, of name of cutting machine, with exact size and length of stick. Write for Booklets and Circulars, free on postal request.

30 Euclid Arcade-

GENE TURNER-

-Cleveland, Ohio

Accident-Proof Guard for Your Plate Trimming Saw!



Endorsed by accident insurance companies

PROTECT YOURSELF from the chances of loss through employees being injured while operating plate cutting and trimming saws.

The guard, which is here shown covering the saw, is made of glass and metal. It enables the operator to watch his

work closely, thereby eliminating loss in damage to plates while enjoying perfect security from accident.

The additional little guarding device shown back of the saw prevents metal coming back over the saw, thereby eliminating all danger BEHIND the saw as well as in front and above.

Easily and quickly adjustable for unmounted plate sawing and type-high work.

Bottom of guard is cushioned to protect face of plates from damage while passing through.

Printers, Electrotypers, Engravers and Stereotypers—REMEMBER—this can be attached to the saws you are now operating. Price is low—satisfaction and assurance great.

Complete descriptive literature with price furnished on request to

ELGIN BENDING MACHINE COMPANY

565 DOUGLAS AVENUE, ELGIN, ILL.

Make-up and Register Time Reduced 50%



Stop and think what that means: idle press time cut in two; inversely productive press time increased to the extent of the decrease of standing time.

RESULT: Greater output per press; and that means fewer presses, a smaller investment and greater efficiency all along the line, ad infinitum.

Those are a few of the advantages to printers already equipped with or who will equip with the

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More are detailed in profusely illustrated and instructive book, "The Foundation Block of Profitable Printing," which is sent free upon request to

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125 pleasant rooms, with private bath, facing large, open court, \$2.50 per day

157 excellent rooms, with private bath, facing street, southern exposure,

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Also attractive rooms from \$1.50 The restaurant prices are most moderate.

Equally convenient for amusements, shopping or business. One block from Penna. station.

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Specialist in the art of perfect printing plates, by our

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A trial order will convince you.

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ereate such a fine enthusiasm among their users that they can not desist from recommending them and almost insisting that their friends use them, too. If you are the dealer in your locality where these cards can be bought, you are right in line for the benefits of this enthusiasm, patronic the card will make the appeal to you as well as to your customers. Send today for a sample, and see how they really are. Our plan for the dealers will also accompany the request.

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EXPERT MAKERS OF PRINTING PLATES

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THE SEAL OF GOOD **ELECTROTYPES**

that give the maximum wear and require the minimum make-ready.

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THE BEST TYPE WINS

Superior Copper-Mixed Type goes a long ways towards bringing Dictory-Success-to the Printer.

That's why the whole world of printers readily approves Superior Copper-Mixed Type and the line of Printers' and Binders' Supplies and Machinery of every kind sold by

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Printers and Publishers are Vitally Concerned in Proposed Elimination of Vicious Postal Zone System

The unfair, destructive zone system on second-class matter which has cost printers and publishers thousands of dollars is now before the Conference Committee of Congress for repeal.

The Senate Finance Committee has adopted an amendment to the Revenue Bill the object of which is to repeal the zone system. It substitutes a rate of one cent a pound within a radius of 150 miles and one and one-half cents a pound to all points beyond, and also restores the two-cent rate on letters. This amendment was voted on in the Senate and carried by a vote of 34 to 22.

The fate of the amendment now rests with the Conference Committee.

You are vitally interested in this measure. United and immediate action is necessary.

We urge you to write your Congressmen and Senators, also the members of the Conference Committee whose names are given below, and let them know you want this destructive measure repealed.

HARRY HILLMAN, Editor, The Inland Printer.

CONFERENCE COMMITTEE

House

HON. CLAUDE KITCHEN, North Carolina.

HON. HENRY T. RAINEY, Illinois.

Hon. LINCOLN DIXON, Indiana.

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Logic > Wiching

Why equip with two machines of limited capacity when one

Morrison Perfection No. 6 Wire-Stitcher

will give you the wide range between two thin sheets and a book \%-inch thick?

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By Order of B. M. BARUCH
Chairman of War Industries Board

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USE JONES
NON-CURLING GUMMED PAPER

Leaders Since 1811

Samuel Jones & Company

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76..... Nam Hannt

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We hope 1919 may be a good year for every reader of The Inland Printer



The Esleeck Mill makes Onion Skin, Manifold and Thin Bond Papers of high quality.

These papers are made for SERVICE.

They look well, too.

Ask Dept. B for the new Sample Book

ESLEECK MFG. COMPANY

Turners Falls, Massachusetts

KARAMAMAMAKA KARAMAKA KARAMAKA



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THE renewed demand for all kinds of folders, booklets and advertising circulars is coming stronger every day—much more rapidly than our absent designers and advertising constructors can get back from overseas to help build them.

More than ever will printers be called on to supply advertising ideas—and then is the time to remember what a big part envelopes can play in expressing real advertising thought and giving a proper introduction to what is enclosed.

The Western States system steps in to help you give YOUR customers extra envelope service, at a better profit to you and without extra cost or investment.

Ready as soon as you are.

W-Notched Under Flap Reg. U.S. Trade Mark

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Guaranteed
Sure Stick
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Wakers of
Guaranteed
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The American Printer

An American Journal for the American Employing Printer

ISSUED twice a month, The American Printer keeps the employing printer and his work-room executives in constant touch with the latest ideas in office and workroom practices, and at the same time gives them the news of the industry. Workmen with ambition to advance also find it of value. Specimens are reviewed, and reset. A department is also open to discussions by readers. Estimating is a feature.

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PRINTER AND PUBLISHER

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The Printing Art

"The Fashionplate of Printerdom"

HIS MAGAZINE is issued monthly in the interests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9x12 inches. It has over one hundred pages every month. The annual subscription price is \$3 in advance; single copies, 30 cents. Foreign price, \$5 per year, including postage. Canadian subscriptions, \$3.75 per year.

SPECIAL OFFER

In order to acquaint you with The Printing Art, send 10 cts. in postage and mention this advertisement and we will mail you a specimen copy.

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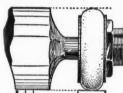
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50% SAVE



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You can get good service from com-

MORGAN EXPANSION ROLLER TRUCKS

These trucks are adjustable, whereas those furnished with the presses are fixed. They permit of raising or lowering the rollers. Raised or lowered when rollers are full of life they permit of a lighter or heavier laying on of the ink as the needs require. As rollers shrink with age they may be lowered to compensate for shrinkage, thus permitting of their longer use.

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32-Page Half-Tone and Color Press

For Page 101/2x14 inches

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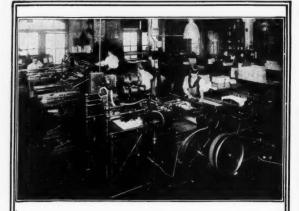
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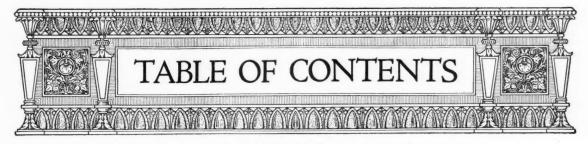
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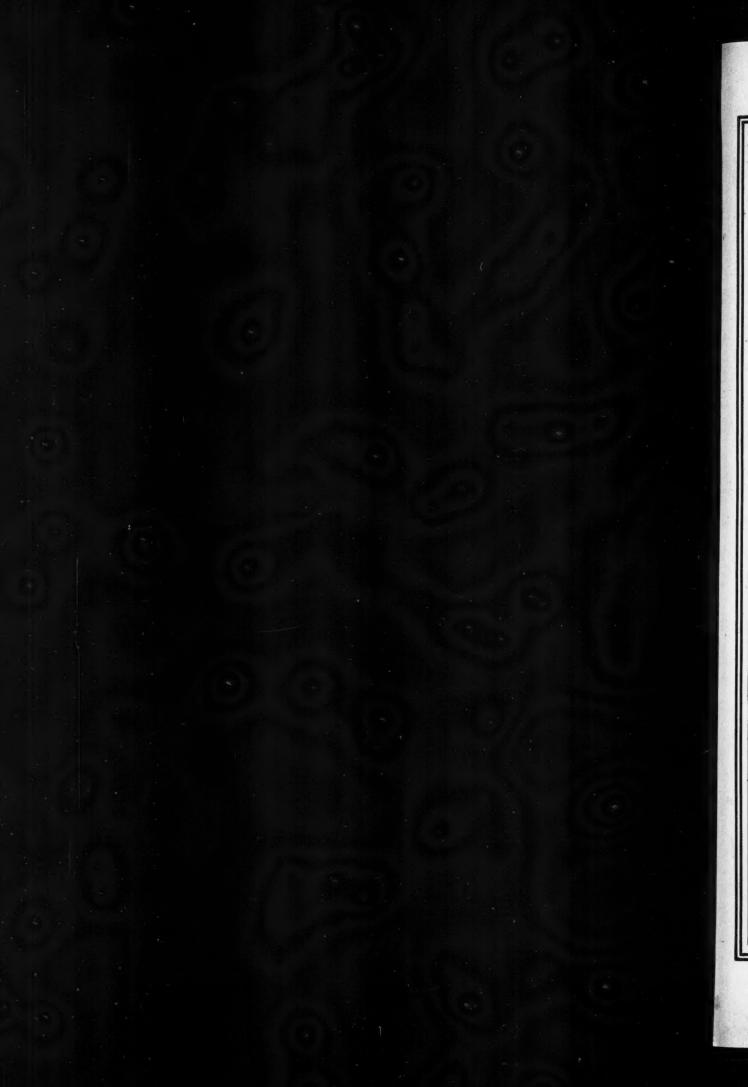
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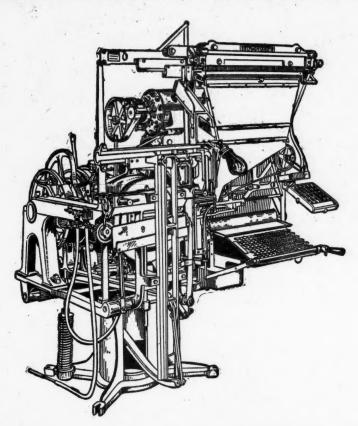
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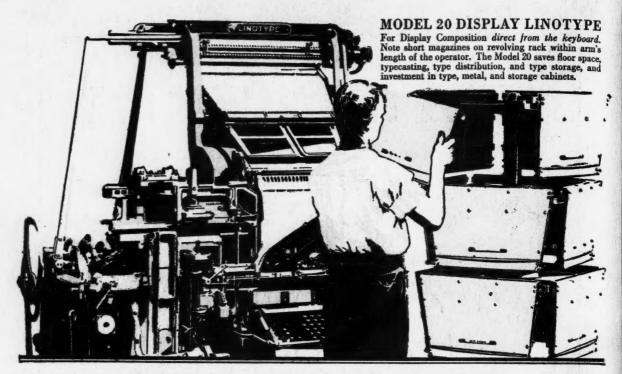
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